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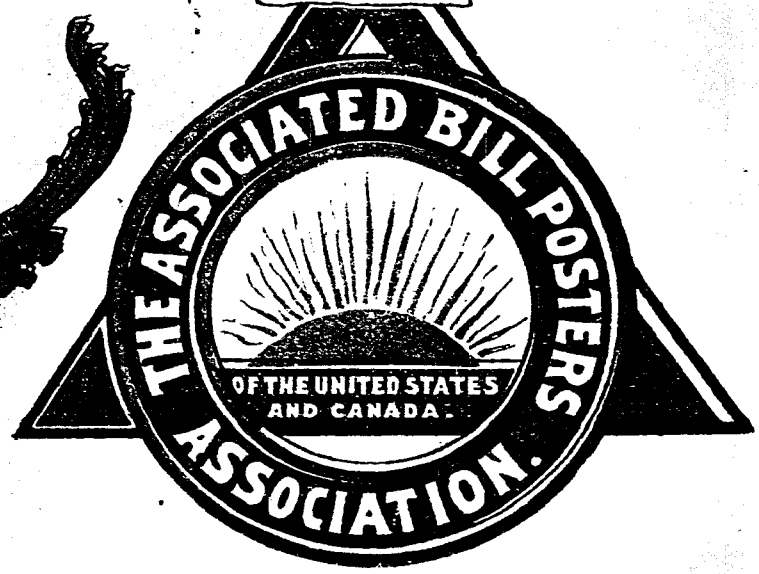
AN. I, 1895.

BILLBOARD

ADVERTISING

NEW YEARS NUMBER

1895



**DEVOTED TO THE INTEREST OF ADVERTISERS, POSTER PRINTERS
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.**

Take Some of Your Own Medicine!

Bill Yourself on Your Own Boards.

We have designed a One-Sheet, especially for Bill Posters' use. It is printed in red and black on white paper, containing a large comic face, with the word, "SAY!" in the mouth, followed by the words:

**"IF YOU READ THIS POSTER,
OTHERS WOULD READ YOURS."**

With space for name and business.

25 POSTERS, - \$1.75	150 POSTERS, - \$5.50	300 POSTERS, \$9.00
50 " - - 2.75	200 " - 6.75	500 " 13.00
100 " - - 4.25	250 " - 8.00	1000 " 22.00

These prices are "CASH WITH ORDER" prices, and as cheap as good, tasty work can be made anywhere on earth. Try this scheme. It works well.

SEND YOUR ORDER AND CHECK TO

HENNEGAN & CO.

SEND FOR SAMPLE

CINCINNATI O.

When you write, mention *Billboard Advertising*.

A NEW DISCOVERY!

A SCIENTIFIC
REMEDY FOR **CATARRH!**

Perfection Catarrh Cure,

RELIEVES INSTANTLY! CURES RAPIDLY

PRICE, 50 CENTS by mail postpaid. SEND 5 CENT STAMP FOR SAMPLE.

PERFECTION • CATARRH • CURE • COMPANY

P. O. BOX 21, CINCINNATI, OHIO.

When you write, mention *Billboard Advertising*.

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. II, No. 3.

CINCINNATI, JANUARY 1, 1895.

PRICE 10 CENTS.
PER YEAR, 90 CENTS.

Yours Sincerely
E. T. Heverin

E. T. HEVERIN,
Vice-President Associated Bill Posters' Association, U. S. and Can.

**DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.**

BILLBOARD ADVERTISING

PUBLISHED EVERY MONTH BY

BILLBOARD ADVERTISING CO.
No. 11 W. EIGHTH ST., CINCINNATI, O.

JAMES H. HENNEGAN, MANAGER.

—ADVERTISING RATES.—

25 cents an agate line with the following discounts, viz:
10 per cent. off on advertisements amounting to over 20 lines and less than 80 lines.
20 per cent. off on advertisement amounting to over 80 lines and less than a quarter of a page.

RUNNING ADVERTISEMENTS.
(Repeated or continued insertions.)
Rates on one page, one half page, one third page and one quarter page advertisement for two or more insertions quoted upon application. Smaller advertisement 25 cents a line subject to the regular discount on single insertions and the following additional discounts, viz:
10 per cent. off for three insertions.
15 per cent. off for four insertions.
20 per cent. off for six insertions.
25 per cent. off for twelve insertions.

READING NOTICES.—With $\frac{1}{4}$ or $\frac{1}{2}$ of 50 cents per line breviter measurement, (which equals about eight words to the line) subject to the same discount as that obtain for single and continued advertisements.

SPACE CONTRACTS.—Special rates on contracts of 1,000 agate lines and upwards may be had on application. Changes in matter

Address all communications, for either the editorial or business departments, to

BILLBOARD ADVERTISING CO.

No. 11 West Eighth Street,

Cincinnati, Ohio.

The joint convention of the Associated Bill Posters Association and the Protective League of American Showmen, which takes place at Cincinnati, commencing January 8th, next is fraught with unusual importance both to the bill posters and the circus men. Many problems which have been a source of contention and constant friction will be brought up for discussion, differences of long standing will be adjusted, acquaintance renewed, and a good time generally will be had by everyone in attendance. All indications now point toward an entirely successful outcome to the movement, which if it is realized will not only redound greatly to the mutual advantage of the organizations immediately concerned, but will also prove another argument in favor of trade associations.

There has been some talk of making this journal the official organ of the A. B. P. A. and the matter we believe is now being agitated, with a view of bringing it before the members at the convention. Pending final action upon the matter we would state that if BILLBOARD ADVERTISING is honored in the manner mentioned it will prove a zealous advocate of the interests and aims of the national organization, and will cheerfully assume the obligations implied. It so happens, this paper is in hearty accord with the cause of trade associations in general and with the Associated Bill Posters Association in particular, consequently the work would be entirely congenial.

In this connection we cannot refrain from reference to Ed. A. Stahlbrodt of Rochester, N. Y., than whom there is no more tireless worker and persistent advocate of the interests of the A. B. P. A. in America. The Association and in fact bill posters in general, owe Mr. Stahlbrodt a great debt of gratitude by reason of his strenuous efforts in their behalf. At great

expense and advertisements. It is well liked and we shall spare neither labor nor expense to preserve the favor with which it has been received and augment its usefulness in the unique field it covers.

OVER nineteen hundred copies of this number will be mailed to bill posters, poster printers and prominent advertisers in England, Ireland, Scotland, South Africa and Australia. Although the New Year will be well advanced in age before many of the complimentary copies reach their various destinations we still desire to extend to the compliments of the season to the recipients and to wish them on behalf of the bill posters and poster printers of America—*A Happy and Prosperous New Year.*

To our friends and subscribers we are glad to state that there is every prospect that times will improve with the advent of 1895.

On all hands indications of a revival of business are already apparent and it is to be hoped that the industrial depression will have entirely disappeared by spring. To this cheerful prediction we append a New Year's Greeting to every one interested in the billboards and in BILLBOARD ADVERTISING.

THE REASON WHY.

We have been asked why we include Fair News in our columns. The query is no-doubt, pertinent and our reasons therefore will likely prove of interest. Our reasons are fourfold. In the first place we were actuated by the fact that Fairs, and we use the word in its broad sense, which includes expositions, food shows and industrial and agricultural exhibits of all kinds are in themselves advertising mediums of more than passing importance. Secondly by reason of their dependance on, and intimate relations with the billboards, for the same reason that we would have included theatres and circuses were they not so well represented by journals already in the field. In the third place because a medium of exchange and communication is badly needed by secretaries of fairs, and finally because many advertisers and bill posters are interested in fairs.

We believe also that the scope of our paper is broadened and its columns rendered correspondingly more interesting by reason of the double feature. Certain it is that BILLBOARD ADVERTISING has been elevated thereby to a position higher than that usually occupied by the average trade journal.

Our Circulation.

The edition of this number of BILLBOARD ADVERTISING is ten thousand copies guaranteed and proved, and it goes all over the English Speaking World

A PROTEST.

A correspondent writes as follows: I notice in the last issue of "Printers' Ink" a paragraph credited to you in which you advocate a more carefully adjusted scale of price ascribing as a reason therefor, the fact that space on a thoroughfare is more valuable and will result in more returns than the third or fourth board up an alley. While cheerfully granting the truth of your premises I am totally unable to discern how any scale or scheme of prices or for the matter of that any

measures whatever, are going to adjust the matter. As well might the publisher of a newspaper attempt to base his advertising rates upon the individual character of each of his subscribers, as for the bill-poster to base his charges on the location of his boards. The present system of so much per sheet that is a uniform rate per sheet per week, may have to be supplemented by an additional charge for special locations owing to the fact that rentals for billboard purposes are mounting higher and higher every year. I fail to see how any other scale is either practicable or possible.

Propos of the convention of the Protective League of American Showmen, the New York Clipper has this to say:

"The Protective League of American Showmen will doubtless succeed in eliminating the evils of the suit in attachment, or at least largely curtailing the operation of this unjust and unfair legal process. Negotiations now pending with the American Surety Co., of New York, provided they are brought to a successful issue, will enable any show in the league to furnish bond at a moment's notice in any part of the country, and thus will the odious "shake down" become a thing of the past. The bond company will have a representative at the convention January 8th, next, and the operation of the scheme will be fully outlined, discussed, and, mayhap, adopted. The second convention will be very largely attended. Nearly every member will be on hand, and it is confidently expected that nearly two hundred showmen, agents and managers will be represented. The membership of the league is increasing with great rapidity as the date of the convention draws near. It now numbers two hundred and eighteen, with a prospect of reaching two hundred and fifty before January 8th. The members resident in Cincinnati, and there is quite a goodly number of them, are looking forward to the coming of their friends with lively anticipation. No effort will be spared by them to make the week a pleasant one. If the Associated Bill Posters' Association convene simultaneously and things point strongly to their so doing, what a gathering of the clans there will be! Cincinnati will be fairly inundated with good fellows."

OUR CHRISTMAS PRESENT.

The following letter received by BILLBOARD ADVERTISING December 24th, 1894 would be considered rather a handsome present by almost any young journal.

Office of THE DONALDSON LITHO. CO.
Cincinnati, O.

TAS H. HENNEGAN,
MGR BILLBOARD ADVERTISING
Cincinnati, O.

DEAR SIR:

We hand you herewith our check for \$100.00, for which kindly mail BILLBOARD ADVERTISING to each of the 250 addresses which we enclose. We want to interest these prominent advertisers in posters and we know of no better means to employ than your valuable Journal. We will take one-half the third page of your New Year's number, and you may also insert our standing advertisement for the ensuing twelve months of 1895.

Yours truly,

THE DONALDSON LITHO. CO.
WM. M. DONALDSON, Pres.

The two hundred and fifty addresses referred to in the letter embrace nearly all of the larger advertisers in the United States and Canada. All of the most prominent manufacturers of proprietary remedies, tobaccos, cigarette, cigars, soap, stoves, etc., are included, a fact by the way, which greatly enhances the value our columns as advertising media for bill posters and poster printers. This handsome holiday remembrance is characteristic of the well known donors, who by the way, enjoy the distinction of being the best advertised printing office in the United States.

THOMAS MULVIHILL CITY BILL POSTER & General Advertiser

OMAHA, NEB. SOUTH OMAHA, NEB. COUNCIL BLUFFS, IOWA.

GENERAL OFFICE, 1512 HARNEY STREET, OMAHA, NEBRASKA.

THE POWER OF POSTERS.

The power of posters as compared with other advertising mediums, lies chiefly in their repeated attack and persistent repetition. As an illustration, compare newspapers and posters. We will infer that you desire to appeal to men. Everyone knows how a business man reads the paper in the morning. A hurried scanning of the head-lines, perchance also a hasty glance through one or two of the most interesting articles and then a dash for the office. In order to have caught his eye at all you must needs have made outlay in the matter of space of no mean proportions, which, if you have been thorough and embraced all of the different papers, you may rest assured is a sum sufficiently large to bill the town thoroughly thrice over, and you have arrested his attention once! Many have not seen the announcement at all, but we will hope that you have made a sensational effort, which could not escape even the busiest of men.

Now for the boards. One-third of the money needed for the newspapers will bill the town thoroughly, which means that you will catch this self-same man's eye from five to ten times before he reaches his office. On the street, on the bridge, on the cars, at almost every corner, on nearly every square; you have spoken to him, argued with him repeatedly and persistently; whether he will or no, he has read it often. Before he takes up his day's work you have made a thorough impression. But this is not all, for you follow up the attack throughout the entire day. You catch him on his way to bank, to lunch, in fact whenever he is on the street, you meet him squarely, here, there and everywhere.

Can there be any question of the value of posters? Can any sane person doubt their efficacy for a moment?

NOT ALWAYS.

It has been said, and very wisely too, that many a successful man owes his success in life to the advice of others, which he did not take, and by the same token, many an advertiser has acquired wealth without the aid of expert advice. Such instances are so rare however that they are always considered phenomenal. So rare in fact that where one succeeds a thousand fail.

If the average retail merchant would make it a rule to invest a certain unvarying percentage of his profits annually in judicious advertising, he would be enabled to count on an increase and growth in his business with all the certainty and assurance of with which he looks forward to a change of the seasons.

Advertising is like electricity—a great motive power which is becoming more valuable as its intrinsic merits are discovered, and as the men learn how to use it to the best advantage.—*Printers' Ink.*

AN EXTRAORDINARY FEAT.

Charles Holton, last season agent for Sells & Rentfrow's Shows enjoys the distinction of having posted, alone and unaided, six hundred and seventy-eight sheets of paper on country route. The feat was achieved while he was in the employ of Sells Bros., during the summer of 1882, and the route lay out of Clarksville, Tenn., thirty-five miles long and was covered in just sixteen hours and forty-five minutes. Route was ridden and counted by Sam M. Dawson, now with Heuck's Opera House, Cincinnati, O. Is this the record, or has it ever been surpassed?

No advertising medium is better than the billboards; many are not as good.

A good play at a popular theatre is a drawing card, but it is a miserable failure if not properly advertised. So it is with reasonable priced goods of high quality in a retailer's store.—*Printer's Ink.*

A Christmas Present.

Mr. E. C. Donnelly of Donnelly & Sons the well known bill posters of Boston, was agreeably surprised by his employees Christmas eve, who presented him with a beautiful Howard clock, valued at \$50

John A. Lakin, of Cooperstown, N. Y. one of the old time bill posters, is very enthusiastic over BILLBOARD ADVERTISING. It tickled John to see his old friend Bally Carroll on the first page of our last issue.

JOHN E. WILLIAMS

Manager of the Oshkosh Bill Posting Co., has fenced in the city of Oshkosh with new boards. This is the only bill posting company in the city, and employs five bill posters.

Johnny Williams is well known for his hustling abilities, he is called by his friends, "and they are legion", The Hustler from Hay River. His motto is "anything worth doing is worth doing well"

The Bryan Bill Posting Co., of Cleveland, O., have issued a very handsome blotter advertising their business. It is printed in colors on translucent gelatine, the blotters being attached by means of eyelets at the corners.

The John Chapman Bill Posting Co. of Cincinnati, O., has also issued a very handsome blotter of rare artistic excellence. It bears the portrait of John Chapman, Sr., the founder of the business.

Leander Richardson's Dramatic News is serving a most delectable menu of circus notes weekly. This column is edited by H. A. Covell, of 1193 Broadway and it is fast bringing the Dramatic News into fine favor with circus folk.

Among Show Printers.

Samuel Booth, continues in favor as of old and is rapidly getting back his old customers, besides adding a fine lot of new ones.

W. J. Winterburn, President and General Manager of The Winterburn Show Printing Co., of Chicago, is in Cincinnati under the care of his physician. An affection of the bladder rendered a surgical operation necessary. Dr. J. C. Karr performed the operation December 20th.

The Empire Show Printing Co continues business at the old stand, being operated by the Equitable Trust Co.

John Rudolph, of the Courier Co. is here there and everywhere these times, getting the lion's share of the circus contracts as usual

The Morrison Show Printing Co., of Detroit, is doing some very clever work for John Morrisey's Lyceum Theatre Co.

The new circus work for the season of '95, which is now coming from the presses of The Donaldson Litho. Co., is of the usual high standard of artistic excellence maintained by this well-known office.

Lick, Artist Printer, of Fort Smith, Ark., who advertises his establishment as the only show printing house in the South, is respectfully informed herewith that "there are others" C. R. & H. H. Hatch, of Nashville, and Maubaret, of New Orleans, for instance.

The Central Lithographing Co. of New York City, are badly in need of a hustling solicitor and some judicious advertising.

George Paterson, under the style of Richardson & Foss, is doing well in spite of the general depression.

E. C. Neele, of the United States Printing Co., of Cincinnati, O., is a great favorite among the circus men, and enjoys a very bountiful share of their patronage.

The Detroit Free Press Show Printing Company believes BILLBOARD ADVERTISING is a good thing.

The Protective League of American Showmen and the Associated Bill Posters' Association.

At this writing it would seem that the proposed joint convention of the above institutions will be carried to a successful issue. Many advantages will accrue to both the showmen and the bill posters as a result of the deliberate and exhaustive discussion of vexing questions which is bound to ensue

The Protective League convention will be called to order by President Ephraim Sells promptly at 10 A. M., Tuesday, January 8th. President Campbell will likely have his meeting under way at a like early hour, and an effort will be made to bring the joint conference off at 2 P. M. the same day.

Bill posters everywhere ought to give the matter of attending the convention grave consideration. Even the State Associations are vitally interested in the outcome of the deliberations.

The New York Dramatic Mirror says it has no enemies but fools and knaves.

John Lowlow's paper, Music and Drama is doing all that can be expected of a new venture in journalism in times like these

M. B. Raymond is doing some exceptionally clever work as press agent of the Fountain Square Theatre, of Cincinnati

It is reported that the Gillen Lithograph Company has been awarded portion of the Barnum & Bailey work. Heretofore the Courier and Strobridge Companies have managed to divide it between them.

Manufacturers and large advertisers generally are almost unanimous in the belief that sign painting along the principal routes of travel is one of the best means of attracting public attention to any commodity of which every person or family may become a possible user. The difficulty thus far seems to have been largely a want of systematic service by which an advertiser could apportion, "check up" and trace results as definitely and accurately as in his newspaper advertising.—*Business.*

1,500,000 PEOPLE

VIEWING MORNING, NOON AND NIGHT

OUR 129 SQUARE MILES

Of Advertising Space in the "City of Homes."

8,000 6x4 Stands

Controlled Exclusively by
THE AMERICAN BILL POSTING CO.
Philadelphia, Pa., U. S. A.

10,000 3-Sheet Boards

Send us 60c. And we will send BILLBOARD ADVERTISING to any six of your local merchants for three months. It will help your business. Try it.

P. F. SCHAEFER & CO., Prop'rs & Managers.

Telephone 4637.

THE CHICAGO BILL POSTING CO.

(INCORPORATED)

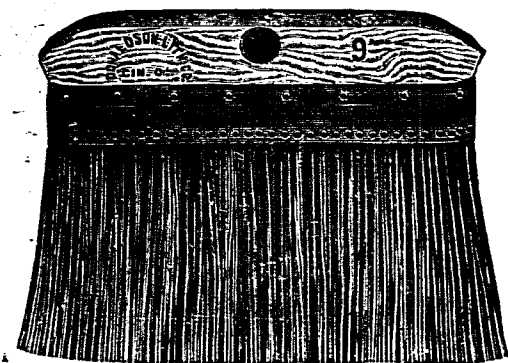
395 & 397 W. Harrison St. CHICAGO, ILL.

UNEQUALED FACILITIES FOR

Distributing, Sampling, Tacking and General Outdoor Advertising.

ALL CONTRACTS RECEIVE PROMPT ATTENTION.

BUY THE BEST



Bill Poster's Brush.

Copper bound and steel riveted. Manufactured expressly for the Donaldson Lithographing Co. and guaranteed the most durable brush on the market.

10 inch.....	Price, each, \$3.75	10 inch.....	Price per dozen, \$40.00
9 ".....	" " 3.25	9 ".....	" " 36.00
8 ".....	" " 2.85	8 ".....	" " 32.00

SEND CHECK WITH ORDER.

The DONALDSON LITHO CO.
CINCINNATI, OHIO.

Chatham Bill Posting Agency,

BILL POSTING AND GENERAL ADVERTISING,

POPULATION 10,000

Address All Communications to
W. W. SCANE, Manager, Chatham, Ont., Canada

Winterburn SHOW PRINTING CO.
166 Clark, Chicago.

(DON'T FORGET THE NUMBER.)

Descriptive and Pictorial POSTERS,
OF ALL KINDS.

MICHIGAN STATE BILL POSTERS' Association

Will hold their 18th Annual MEETING at MUSKEGON,
TUESDAY, FEBRUARY 5th, 1895. A Special Invitation
Extended to all Bill Posters. Arrangements have been
made at the Occidental Hotel for all who may attend.

THOMAS KEYES, Sec'y, Ionia. GEO. M. LEONARD, Pres, Grand Rapids

BILL POSTING. © The J. J. Baird Bill Posting Co.
LITHOGRAPHING. © C. A. CARY, MANAGER.
DISTRIBUTING. ©
COUNTRY WORK. © Office at BAIRD'S OPERA HOUSE. LANSING, MICH.

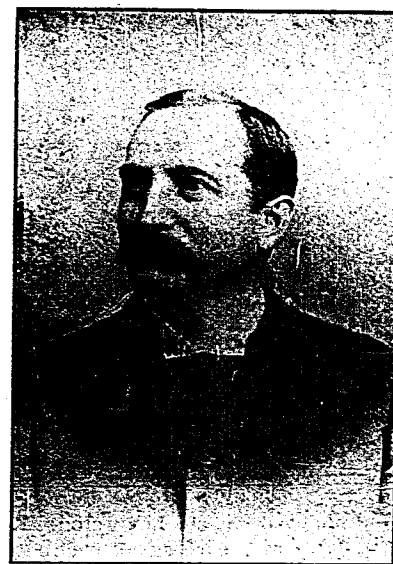
C. F. SHAY, City and Opera House Bill Poster & Distributer

NEW BRUNSWICK, N. J.

BILL BOARDS LOCATED IN THE BEST PARTS OF THE CITY

Great Facilities for Three Sheets, One Sheets and Snipes.

Cards, Pamphlets, Circulars, Dodgers, Carefully Distributed



Akron City Bill Posting Co., Akron, O.

4000 feet of Boards. All Best Locations.
200 New Three Sheet Boards.
200 New One Sheet Boards.

WANTED All the work we can get, at three cents a sheet
Distributing from one fifty to two fifty a thousand

BILL POSTERS

—TRY MY NEW—

Bill Posting BRUSH,

MADE OF BEST MATERIAL.

—PRICE—

8 inch Brush.....	\$2.25
With 8 foot handle.....	2.50
Six 8 foot handles.....	1.50

Send P. O. or Express Order to

GEO. M. LEONARD,
BILL POSTER.

Grand Rapids, Mich.

POPULATION 10,000.

JOSEPH BARRATT,
Bill Poster and Circulator.

1880 — CARTHAGE, MISSOURI. — 1895
ALL WORK WELL DONE.

BILLPOSTERS

On the line of the

BIG FOUR R. R.
NOTICE.

SEALED PROPOSALS
for one sheets, two weeks' showing,
to bill New Orleans Carnival in all
towns and cities on the line of and ad-
jacent to the Big Four R. R., will be
received by E. O. McCORMICK,
Traffic Manager, Big Four R. R.,
Cincinnati, O., up to noon, January
15th, 1895. Please apply by mail
only, stating lowest price and number
of one-sheets required to bill your
town thoroughly.

Special

TO

Bill Posters,
Advertising Agents,
Secretaries of Fairs,

Copper Half-Tone Engravings,
PORTRAITS.

2x3.....	\$2.50.
2½x3½.....	\$2.75.
3x4.....	\$3.00.

Send Good Photo with Money Order,

—TO—

THE HELLEBERG PHOTO-GRAVING CO.,
CINCINNATI, O.

BILL POSTERS

COMPLIMENTS :::

To the Bill Posters and Advertisers
of the World, from

L. W. SMITH & SON,
ASHTABULA, O. U. S. A.
Gen. Bill Posters & Dist'ers, Smith's Op. House
& Hotel James

BACK AGAIN IN KALAMAZOO!

After 12 Years on the Road as
Bill Poster and Agent.

J. E. MCCARTHY, Bill Poster & Distributor
KALAMAZOO, MICHIGAN.

COMMERCIAL WORK A SPECIALTY.

FRED. KERTH.

ESTABLISHED 1885.

CITY BILL POSTER,

Office, 62 EAST BROADWAY,

Opp. McDermott Hotel, BUTTE, MONT.

Special Offer

—FOR—

\$3.00

We will send you the

Donaldson Guide

AND A

Year's Subscription to
Billboard Advertising.

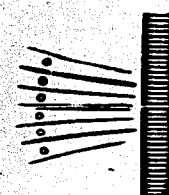
The Donaldson Guide contains the
only accurate and complete list of
the Bill Posters and Show Printers of
America that has ever been pub-
lished. It also contains the complete
code of the Donaldson Cipher, by the
use of which great saving in the mat-
ter of telegraph tolls may be had. The
regular price of the Donaldson Guide
alone is \$3.00, hence, we afford you
an opportunity to practically get your
subscription free of charge.

Now is the time to Subscribe.

CAPITAL STOCK \$40,000.00

SURPLUS \$100,000.00

The Donaldson Lithographing Co.



HIGH-CLASS
LITHOGRAPHED POSTERS

Headquarters and

Main Office,

CINCINNATI, O. U. S. A.

BRANCH OFFICES.

LONDON, ENGLAND.

MELBOURNE, AUSTRALIA.

AGENCIES,

NEW YORK, CHICAGO, SAN FRANCISCO

When you write, mention Billboard Advertising.

THE DRAMATIC NEWS CHRISTMAS NUMBER,

IS NOW ON SALE IN

Every City in the United States.

It Contains Many Interesting Stories, Beautifully Illustrated.

And a Very Large Number of Prominent Ladies and Gentlemen of the Stage.

PRICE, 50 CENTS.

If you fail to find it on sale at any News Stand, Your order will be promptly filled by sending direct to

THE DRAMATIC NEWS,

107 West 28th Street,

NEW YORK.

When you write, mention Billboard Advertising.

THE JOHN CHAPMAN CO.

ART BUDGET
ADVERTISERS

No. 19 LONGWORTH ST.
CINCINNATI O.



JOHN CHAPMAN
FOUNDER



EARL R. CHAPMAN
MANAGER



JOHN CHAPMAN JR.
PRES. & TREAS.



Geo. A. CHAPMAN
SECY.

BILL POSTERS

AND
DISTRIBUTORS.

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. II, No. 4

CINCINNATI, FEBRUARY 1, 1895

PRICE 10 CENTS
PER YEAR, 90 CENTS.



WM. M. DONALDSON.

DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.

Publishers' Corner.

This issue of BILLBOARD ADVERTISING consists of 10 100 copies. While nominally only showing a gain of 100 subscribers over the January issue it is in reality over 2,000 increase, for the reason that of the 10,000 copies in the New Year's edition, 1,963 copies went into the foreign mails, as against some 50 copies of this month's number.

The success attendant upon our special offer to bill posters has been so pronounced, that we have decided to reduce the rate. Hereafter we will sell twelve three months' subscriptions for one dollar. Those bill posters who have not as yet tried the efficiency of their journal as a solicitor should avail themselves of this great offer without further delay. It stimulates interest in the billboards, demonstrates their value, and creates new adherents to this form of advertising wherever it goes.

OUR CIRCULATION:

November, 1894, issue, 2,650 copies.
 December, 1894, " 6,500 "
 January, 1895, " 10,000 "
 February, 1895, " 10,100 "

The advertising columns of this paper possess advantages of peculiar value to bill posters, poster printers, and general advertisers. In the first place, every one of its subscribers are interested in advertising in some manner, and many are directly interested in poster advertising. Secondly, it is read carefully, and then as carefully filed away for future reference. Thirdly, the widely varying character of its subscribers places it upon a par with any publication catering only to so-called "general readers." For these very obvious reasons, it should not be regarded as purely a class publication nor, in any sense, a trade journal.

If you want more business, bear in mind that BILLBOARD ADVERTISING is the best solicitor you can employ. It appeals to all people in want of your services and never intrudes upon those who do not.

This Journal Free—Present subscribers to this journal may obtain their own copy for another year free by doing a little work among their friends. If you will show this copy to your friends, and send us five subscriptions at ninety cents each, we will send you the journal a year as payment for your trouble.

Renew Promptly.—Many subscriptions expire with this issue, and under the present management, the names of subscribers are stricken from the list at the end of the term paid for. Renewals should therefore be sent in promptly so that a number may not be missed or received late. If possible, send with your renewal the subscription of some friend whom you know would enjoy the monthly visits of this publication.

Newsdealers throughout the country take subscriptions for this publication. If you are an occasional buyer of the journal, but prefer to have it sent regularly to your address by mail, send your subscription direct to us or hand it to it to your newsdealer, as you prefer.

**EVANSVILLE, IND.
 Population 75,000**

**Finest Bill Posting Plant
 in the South-West.**

More Boards and the Best Located of any City in the Country. We know the value of advertising and always strive for results. In making up your list, don't forget Evansville.

**F. M. GROVES,
 BILL POSTER.**

When you write, mention *Billboard Advertising*.



When you write, mention *Billboard Advertising*.

Special

TO
**Bill Posters,
 Advertising Agents,
 Secretaries of Fairs,**

Copper Half-Tone Engravings.

PORTRAITS:

2x3.....\$2.50.
 2½x3½.....\$2.75.
 3x4.....\$3.00.

Send Good Photo with Money Order.

TO
**THE HELLEBERG PHOTO-GRAVING CO.,
 CINCINNATI, OHIO.**

When you write, mention *Billboard Advertising*.

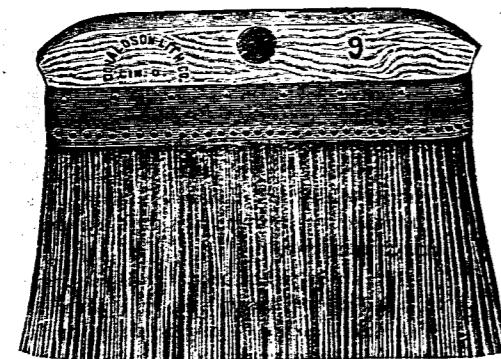
MONTANA! The King of Advertising States.

Don't overlook this Great Empire. Has never been overdone. Advertisers, Advertise where you will be benefitted. The Montana State Bill Posters Association is now organized with reliable members. Contractstaken for the State.

Address, C. A. HARNOIS, Secretary, Missoula, Montana.

When you write, mention *Billboard Advertising*.

BUY THE BEST



**Bill
 Poster's
 Brush.**

Copper bound and steel riveted. Manufactured expressly for the Donaldson Lithographing Co., and guaranteed the most durable brush on the market.

10 inch.....	Price, each, \$3.75	10 inch.....	Price per dozen, \$40.00
9 ".....	" " 3.25	9 ".....	" " " 36.00
8 ".....	" " 2.85	8 ".....	" " " 32.00

SEND CHECK WITH ORDER.

**The DONALDSON LITHO CO.,
 CINCINNATI, OHIO.**

When you write, mention *Billboard Advertising*.

Special Offer

FOR
\$3.00

We will send you the
Donaldson Guide

AND A
**Year's Subscription to
 Billboard Advertising.**

The Donaldson Guide contains the only accurate and complete list of the Bill Posters and Show Printers of America that has ever been published. It also contains the complete code of the Donaldson Cipher, by the use of which great saving in the matter of telegraph tolls may be had. The regular price of the Donaldson Guide alone is \$3.00, hence, we afford you an opportunity to practically get your subscription free of charge.

Now is the time to Subscribe.

SAMUEL BOOTH

Removed to
**136 Fourth Avenue,
 New York City.**

When you write, mention *Billboard Advertising*.

SEND US
\$1.00

For
 Twelve Three Months'
 Subscriptions to
Billboard Advertising

Did You See the SAY
 Poster?
JUST THE THING!

HENNEGAN & CO
Quick
 IN WEIGHT & STRENGTH
PRINTING
 CINCINNATI, OHIO.

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. II, No. 5

CINCINNATI, MARCH 1, 1895.

PRICE 10 CENTS.
 PER YEAR, 90 CENTS.



ED. A. STAHLBRODT.

**DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,
 BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.**

Detroit,
Michigan.

PUT
DETROIT
ON YOUR LIST.

WALKER & COMPANY,
BILL POSTERS, GENERAL ADVERTISERS.
OFFICE, 43 ROWLAND STREET.

PUT
DETROIT
ON YOUR LIST.

Detroit,
Michigan.

When you write, mention *Billboard Advertising.*

The great success of the

"SAY" POSTER

Has lead us to get up another, which is even better. It is the

"YES!"

Poster, being a one-sheet, with figures on either side, reading in centre, can also be used as TWO HALF SHEETS.

APPROPRIATE FOR ANY BUSINESS.
Write for circular and sample.

HENNEGAN & CO.

Poster and Commercial Printers,
CINCINNATI, OHIO.

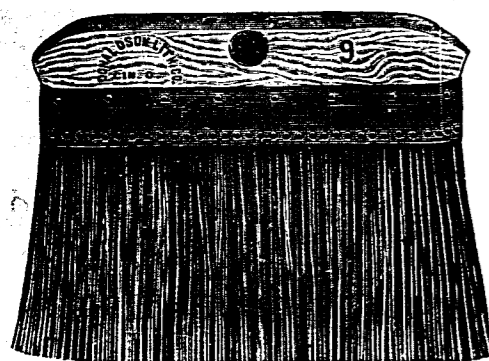
Barlow Bros. Minstrels.

Greater, Grander Than Ever.

DOUBLE · ITS · FORMER · SIZE.

Permanent Address, DONALDSON LITHO, CO., Cincinnati, O.

BUY THE BEST



**Bill
Poster's
Brush.**

Copper bound and steel riveted. Manufactured expressly for the Donaldson Lithographing Co., and guaranteed the most durable brush on the market.

10 inch.....	Price, each, \$3.75	10 inch.....	Price per dozen, \$40.00
9 ".....	" " 3.25	9 ".....	" " " 36.00
8 ".....	" " 2.85	8 ".....	" " " 32.00

SEND CHECK WITH ORDER.

The DONALDSON LITHO CO.
CINCINNATI OHIO;

EVANSVILLE, IND.
Population 75,000

Finest Bill Posting Plant
in the South-West.

More Boards and the Best Located of any City in the Country. We know the value of advertising and always strive for results. In making up your list, don't forget Evansville.

F.M. GROVES,
BILL POSTER.

When you write, mention *Billboard Advertising.*



When you write, mention *Billboard Advertising.*

Special

TO
Bill Posters,
Advertising Agents,
Secretaries of Fairs,

Copper Half-Tone Engravings,
PORTRAITS.

2x3..... \$2.50.

2½x3½..... \$2.75.

3x4..... \$3.00.

Send Good Photo with Money Order,
—TO—

THE HELLEBERG PHOTO-GRAVING CO.,
CINCINNATI, OHIO.

Ideal Advertising Package

CUNTAINS 120 THREE INCH LETTERS AND FIGURES,
AND 350 ONE INCH LETTERS AND FIGURES.

Printed in bright Red Ink on White Paper. Makes a great Display Card.

The Ideal Advertising Package is designed especially for retail merchants for making "Special Sale", "Bargains" and all kinds of Announcements, in their show windows in a cheap and effective manner. One package will make from 20 to 25 signs. Any boy can make them. Send 50c. for a trial. PRICE 50c. EACH. SENT POSTPAID TO ANY ADDRESS.

—PUT UP BY—

HENNEGAN & CO., Cincinnati, O.

When you write, mention *Billboard Advertising.*

FAIRS

Supplied with
First-Class

NOVELTIES

AND

ATTRACTIONS

Cincinnati-Amusement-Agency,

The Queen City at last boasts of a solid and permanent exchange, and a reliable dramatic, musical and variety agency.

BOOKS ARTISTS IN ALL LINES.

FURNISHES TALENT FOR ALL CLASSES OF ENTERTAINMENT.

REPRESENTS THE LEADING AMERICAN DRAMATISTS.

PLAYS AND PARTS TYPE WRITTEN TO ORDER.

REPRESENTS THEATRES AND OPERA HOUSES.

WM. R. O'MALLEY, Mgr., Donaldson Litho. Co. Bldg. Cincinnati.

GENERAL WESTERN OFFICES.

Leander Richardsons Dramatic News

DONALDSON LITHO. CO. BLDG.,

Subscription Rates, \$4.00 per year.
Advertising Rates, 25c. per agate line.

CINCINNATI, OHIO.

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. III, No. 6.

CINCINNATI, APRIL 1, 1895.

PRICE 10 CENTS.
PER YEAR, \$1.00.



J. H. GRAY.

**DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.**

News From The Fairs.

NOTES, HAPPENINGS, COMMENTS.

FAIR DATES FOR 1895.

Calhoun County Fair, Marshall, Mich. Sept. 24 to 27.

Jersey County Fair, Ills., Oct. 1 to 4.

Marion County Fair, Ia., Sept. 24 to 27.

Carroll County Fair, Camden, Ind., Sept. 17 to 20.

New Perry County Fair, Ohio, August 28 to 30.

Dawes County Agricultural Society Chadron, Neb., Sept. 5 to 7.

Remington, Ind., Fair, Aug. 27 to 30.

Rutland County Agricultural Society, City of Rutland, Vt., Oct. 1 to 4.

Martha's Vineyard Agricultural Society at West Tisbury, Mass., September 17 and 18.

The Hillside Agricultural Society at Cummington, Mass., September 24 and 25.

South Middlesex Agricultural Society at Framingham, Mass., September 10 and 11.

Hingham Agricultural Society at Hingham, Mass., September 24 and 25.

The North Middlesex Agricultural Society at Lowell, Mass., September 12, 13 and 14.

Mass Horticultural Society at Boston, Mass., October 1, 2 and 3.

Nanantucket Agricultural Society at Nanantucket, Mass., August 29 and 30.

The Oxford Agricultural Society at Oxford, Mass., September 17 and 18.

Plymouth County Agricultural Society at Bridgewater, Mass., September 5, 6 and 7.

Hampshire, Franklin and Hampden, at Northampton, Mass., October 1 and 2.

Hampshire Agricultural Society at Amherst, Mass., September 24 and 25.

Attleboro, October 1, 2 and 3.

Barnstable Mass., September 10, 11 and 12.

Berkshire at Pittsfield, Mass., September 10, 11 and 12.

Blackstone Valley at Uxbridge, Mass., September 24 and 25.

Bristol at Taunton, Mass., September 24, 25 and 26.

Deerfield Valley at Charlemont, Mass., September 12 and 13.

Franklin at Greenfield, Mass., September 19 and 20.

Hampden at Springfield, Mass., September 19 and 20.

Essex at Harverhill, Mass., September 18 and 19.

Eastern Hampden at Palmer, Mass., September 17 and 18.

Amesbury and Salisbury at Amesbury, Mass., September 24, 25 and 26.

The Weymouth Agricultural Society at South Weymouth, Mass., September 26, 27 and 28.

The Worcester Agricultural Society at Worcester, Mass., September 3, 4, 5 and 6.

The Worcester South Agricultural Society at Sturbridge, Mass., September 12 and 13.

The Hoosac Valley Agricultural Society at North Adams, Mass., September 17, 18 and 19.

Monroe County Agricultural Society, Stroudsburg, Pa., Sept. 3 to 6.

Nemaha County Fair Association, Neb., Sept. 24 to 27.

Union Agricultural Society State Fair, Blandford, Mass., Sept. 11 to 13.

Fairbury Union Agricultural Board, Fairbury, Ills., Sept. 8 to 12.

Tennessee Centennial Exposition, at Nashville, Tenn., Sept. 1 to Nov. 30.

Avon District Agricultural Society, Avon, Ills., Sept. 17 to 20.

The Worcester North Agricultural Society at Fitchburg, Mass., September 17 and 18.

The Worcester Agricultural Society at Barre, Mass., September 26 and 27.

The Worcester Northwest Agricultural Society at Athol Mass., October 1 and 2.

Carthage Fair, Hamilton County, Ohio, August 13 to 16.

Wisconsin State Fair, Milwaukee, September 16 to 21, inclusive.

Richland County Fair, Ill. will be held Sept. 10 to 13.

Pana Union Agricultural Board Fair, Pana, Ill., Aug. 27 to 30.

Phoenix Union Agricultural Society Fair, Phoenix, N. Y., Sept. 24 to 26.

St. Louis Fair Association, St. Louis, Mo., Oct. 7 to 12, inclusive.

Eastern Farmers' Carnival, Inter-State Fair, Trenton, N. J., Sept. 3 to Oct. 4.

Elmwood Fair Association, Elmwood, Ills., Aug. 20 to 23.

Montgomery County Fair, Crawfordsville Ind. Sept. 9 to 13.

Mercer County Fair, Stoneboro, Pa. Sept. 24 to 26.

Ottumwa Fair, Ottumwa Wapello Co., Iowa, Aug. 19 to 23.

Morris Fair, Ottawa Ill., August 6 to 9 inclusive.

Tazewell County Fair, Delavan, Ills., Sept. 10 to 13 inclusive.

Rockville, Md., Fair Sep. 3 to 6.

Grange Fair Association, Tilton, N. H., Sept. 10 to 12.

Alexandria Fair, Alexandria, Tenn., Sept. 19 to 21.

Washtenaw County Fair Association, Mich., Sept. 14 to 17.

Joslin Fair Association, Joslin, Ills., Sept. 10 to 14.

Mendota Fair Association, Mendota, Ills., summer race meeting, July 9 to 12.

Freeport, Ills., race meeting July 22 to 27.

Frederick County Fair, Maryland, February 8.

Washington County Fair, Maryland, Feb. 15.

Chautauqua County Agricultural Society arranged dates as follows: Jamestown, Sept. 2 to 5. Warren, Sept. 10 to 13. Corry, Sept. 17 to 20; Randolph, Sept. 20 to 24. The meeting was held in Jamestown, N. Y.

St. Johnsbury, Vt., Fair will be held Sept. 10 to 12.

The Marshfield Agricultural Society at Marshfield, Mass., September 11, 12 and 13.

Waverly Driving Park Association, Ia., race meeting, July 3, 4 and 5.

Union County Agricultural Society Marysville, Ohio, Sept. 24 to 27.

Iowa County Agricultural Society Fair Dodgeville, Wis., Aug. 27 to 29.

The Winchester, Ohio, Fair Board has again reconsidered its dates and now has fixed on Sept. 18 to 20.

A new County Fair Association was organized at Greensburg, Ills., a short time ago.

The Columbus Fair Association has been organized at Greensburg, Ind.

Flora, Ind. is earnestly engaged in perfecting a fair organization.

Greensburg, Pa., has organized a new Fair Association which will make a specialty of conducting good races.

The Nebraska State Fair will be held at Omaha for the next five years.

Race meetings are announced for the Union Driving Park at Council Bluffs, Ia. The first meeting will be held in May, fifteen days.

There is a movement on foot to reorganize the Agricultural Society at Chippewa County, Wis.

The prospects for a Fair at Holly, Mich., are exceedingly bright.

A movement is on foot to organize the Bullitt County, Ky. Fair Association.

Napoleon Fair Association, Napoleon, Ohio, is now re organized.

Limestone County, Tex. Fair Association, was chartered lately.

The Wright County, Mo., Fair Association was recently incorporated.

Pawtucket Valley Agricultural Association, Kent county, R. I., Fair, Sept. 4 to 7. Races May 30, July 4, August 16.

Paducah, Ky., Fair, Sept. 24 to 28. Alex. Kirkland, Sec'y.

Warren County Fair, Lebanon, Ohio, Aug. 20 to 23.

Oregon State Fair, Salem, Sept. 25 to Oct. 4.

The Worcester East Agricultural Society at Lancaster, Mass., September 12 and 13.

Highland Agricultural Society at Middlefield, Mass., September 4 and 5.

Spencer Agricultural Society at Spencer, Mass. September 19 and 20.

The Housatonic Agricultural Society at Great Barrington, Mass., September 25, 26 and 27.

The Beardsley Posters.

The so-called new poster is abroad in the land. For the most part it is confined to mercantile usage, but the effect of the Gaiety Girl paper is already noticeable in a marked tendency on the part of managers and show printers to adopt the incongruous Beardsley style. It is not original, it is not beautiful, and it is certainly not artistic. Bizarre and fantastic sometimes, if you will, but generally only monotonous, meaningless and wearisome. It is only a fad of the hour and managers who place their orders for a season's work, had best fight shy of it.—Leander Richardson's Dramatic News.

Why theatrical companies and circuses depend on the billboards almost exclusively? Because no other mediums has ever proved one half as immediate in its effect. Merchants and manufacturers can find food for reflection in this paragraph.

The bill posters of New Hampshire have organized with Frank P. Colby of Manchester, President, J. F. Harriman, Secretary. This is the first state in New England to organize an association.

J. H. Gray, of Willimantic, Conn., tells bill posters to look out for the "Iron Tonic Co." who recently stuck him for posting. The work was sent out by H. Hellman & Co., 1285 Broadway, New York.

Do not put off until tomorrow what should be done today, and old and a wise injunction which is singularly applicable to advertisers.

If you bill a town thoroughly your advertisement confronts the buyer where ever he goes and which ever way he turns. Put it in the newspaper and he sees it once if at all.

Five hundred effective one sheet posters each measuring twenty-eight by forty-two inches in size, and can be procured and posted at the rate of five cents per sheet, making a total of twenty-five dollars.

Contrast the showing and the results obtained with that obtained for a similar expenditure in any other form or medium. There will be no comparison except in booklets judiciously and carefully distributed from house to house.

Oting & Son, of Newport, Ky., have quite a local commercial trade. They keep hustling and let nothing escape them.

The Price Advertising Company, of Toronto, Ontario, conduct the best advertising service in the Dominion. They own and control all billboards in Toronto.

Dr. Fanola And His Diamonds.

Dr. Fanola is in Cincinnati, shaking hands with his acquaintances and bidding his friends good bye. He is off shortly for an extended trip through Mexico with a couple of his numerous medicine shows. Eight bill posters left last week to herald his coming. It is to be hoped that their salaries will be forth coming in coin instead of winning smiles and promises which have so often served as legal tender with the doctor, a fact that the ballet girls of the Booli-Boo. The Hindoo Hoodoo Extravaganza Co. of last season can testify to. It is inferred that the Doctor must have cured all the cripples in the States with his mysterious compounds, and if compelled to practice longer in this field, would have to operate on the grave yards. His tour of Mexico will continue over two years, and may be extended into South America.

The American public which has so liberally contributed in the last ten years towards the Doctor's sparkling diamonds and English tailor-made suits, will certainly miss him, and we congratulate the Mexicans who are going to be treated to some of the Doctor's silvery speeches and glowing details of the cures he has performed.

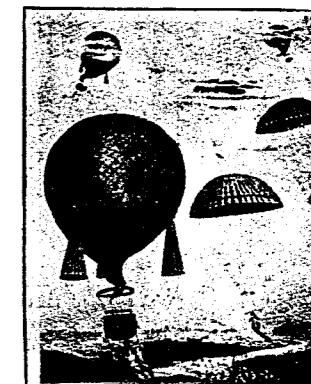
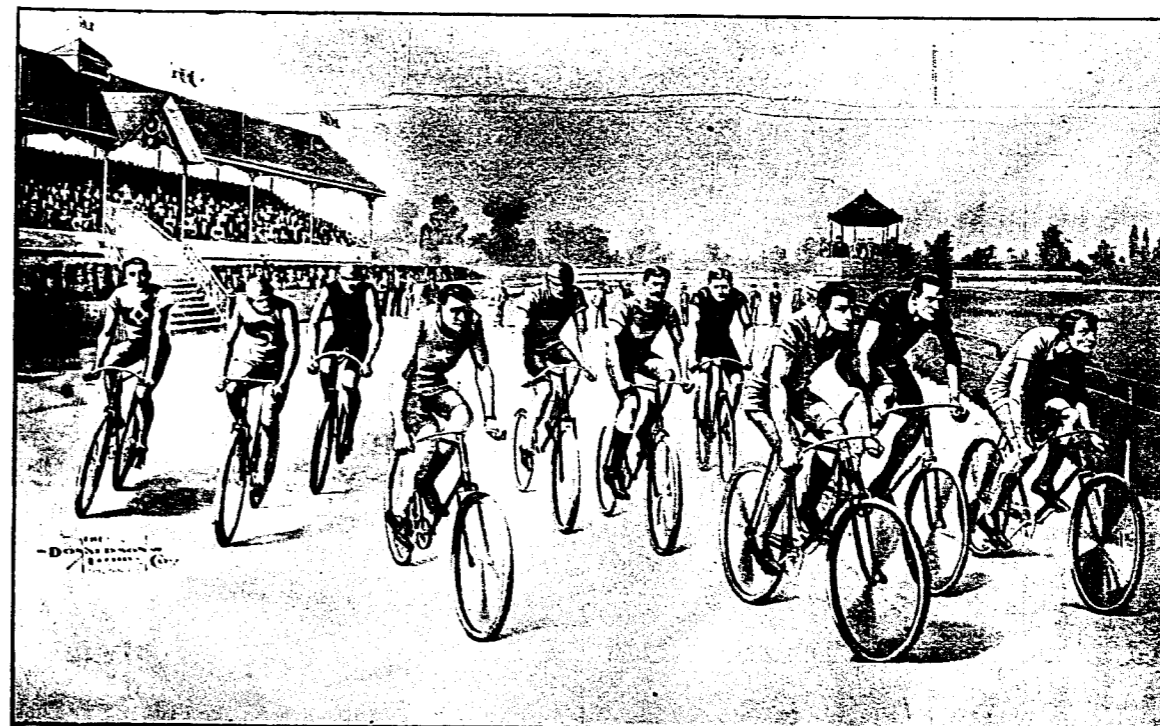
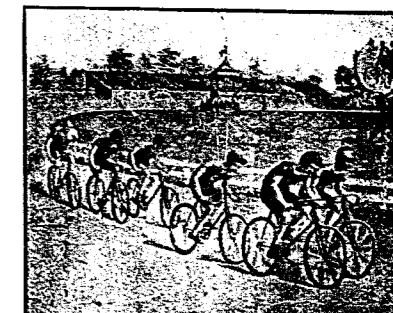
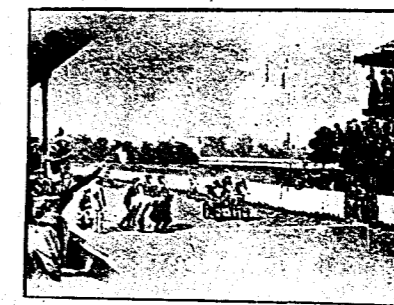
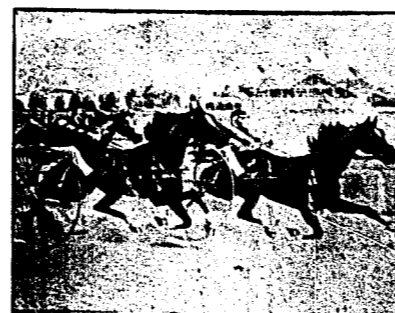
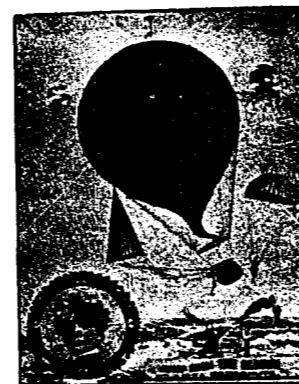
Among the features of the Doctor's shows is the female band, which has been fitted out with elegant costumes and silver plated instruments. This is the third season these girls have been jollied into traveling for glory, but this time they will have all kinds of diamonds(?)

The Doctor is excessively fond of both the girls and diamonds, and it is hard for him to part with either.

Fair Bills, Racing Posters, Balloon Lithographs

Secretaries of Fairs and Bill Posters can obtain a Complete Set of Samples FREE OF CHARGE. Address the

Donaldson Litho. Co., Cincinnati



WRITE FOR SAMPLES

DONALDSON LITHOGRAPHING GINGINNATI, O.

WRITE FOR CATALOGUE

The great success of the
"SAY" POSTER

Has induced us to get up another, which is even better. It is the

"YES!"

Poster, being a one-sheet, with figures on either side, reading in centre, can also be used as TWO HALF SHEETS.

APPROPRIATE FOR ANY BUSINESS.
 Write for circular and sample.

HENNEGAN & CO.

Poster and Commercial Printers,
 CINCINNATI, OHIO.

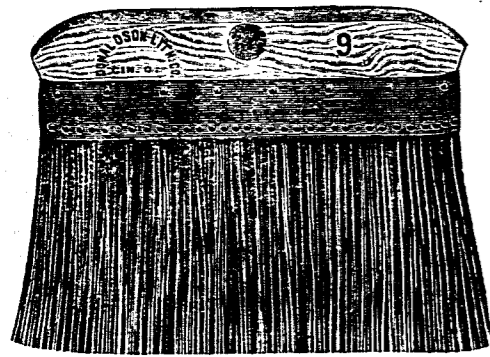
Barlow Bros. Minstrels.

Greater, Grander Than Ever.

DOUBLE · ITS · FORMER · SIZE.

Permanent Address, DONALDSON LITHO, CO., Cincinnati, O.

BUY THE BEST



Bill
 Poster's
 Brush.

Copper bound and steel riveted. Manufactured expressly for the Donaldson Lithographing Co., and guaranteed the most durable brush on the market.

10 inch.....	Price, each, \$3.75	10 inch.....	Price per dozen, \$40.00
9 ".....	" " 3.25	9 ".....	" " 36.00
8 ".....	" " 2.85	8 ".....	" " 32.00

SEND CHECK WITH ORDER.

The DONALDSON LITHO CO.
 CINCINNATI OHIO.

GENERAL WESTERN OFFICES,

Leander Richardsons Dramatic News
 DONALDSON LITHO. CO. BLDG.,

Subscription Rates, \$4.00 per year.
 Advertising Rates, 25c. per agate line.
 When you write, mention *Billboard Advertising*.

CINCINNATI, OHIO.

EVANSVILLE, IND.
 Population 75,000

Finest Bill Posting Plant
 in the South-West.

More Boards and the Best Located of any City in the Country. We know the value of advertising and always strive for results. In making up your list, don't forget Evansville.

F. M. GROVES,
 BILL POSTER.

When you write, mention *Billboard Advertising*.

Cincinnati-Amusement-Agency,

FAIRS

Supplied with
 First-Class

NOVELTIES

AND

ATTRICTIONS

The Queen City at last boasts of a solid and permanent exchange, and a reliable dramatic, musical and variety agency.

BOOKS ARTISTS IN ALL LINES.
 FURNISHES TALENT FOR ALL CLASSES OF ENTERTAINMENT
 REPRESENTS THE LEADING AMERICAN DRAMATISTS.
 PLAYS AND PARTS TYPE WRITTEN TO ORDER.
 REPRESENTS THEATRES AND OPERA HOUSES.

WM. R. O'MALLEY, Mgr., Donaldson Litho. Co. Bldg., Cincinnati.

For information on Washington

CEDAR SHINGLES

ADDRESS.

MONTAGUE & McHUGH, Fairhaven, Wash.

When you write, mention *Billboard Advertising*.

DISTRIBUTING?

OH YES!

AND BILL POSTING.

REESE & LONG,

We Reach
 225,000 Population. SCRANTON, PA.

When you write, mention *Billboard Advertising*.

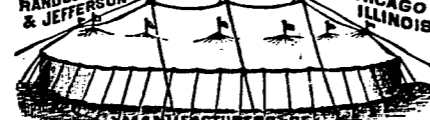
The Homeless Boys' Friend

A monthly Paper published for the benefit of the Homeless Boys of Cincinnati 25c. per year. Address

THE HOMELESS BOYS' FRIEND,
 184 Sycamore Street, Cincinnati.

When you write, mention *Billboard Advertising*.

MURRAY & CO.
 RANDOLPH & JEFFERSON CHICAGO ILLINOIS



POLES and Stakes, SEATS, Flags, Etc.
 Agents for KIDD'S PATENT CIRCUS LIGHTS.
 When you write, mention *Billboard Advertising*.

**THEY
 START
 WELL--**

Most Bill Posters do. Getting the best of Stands, hiring good talent, putting plenty of money into the enterprise.

With brains and a place to fill they should make a success of the business. There are many who do all this, and then waste it all by not advertising in the right papers; those which circulate among the people whom they need and who need them

**HOW
 DO
 THEY
 END?**

Often they fail to succeed for want of that publicity which advertising in

**BILLBOARD
 ADVERTISING**

Would give them.

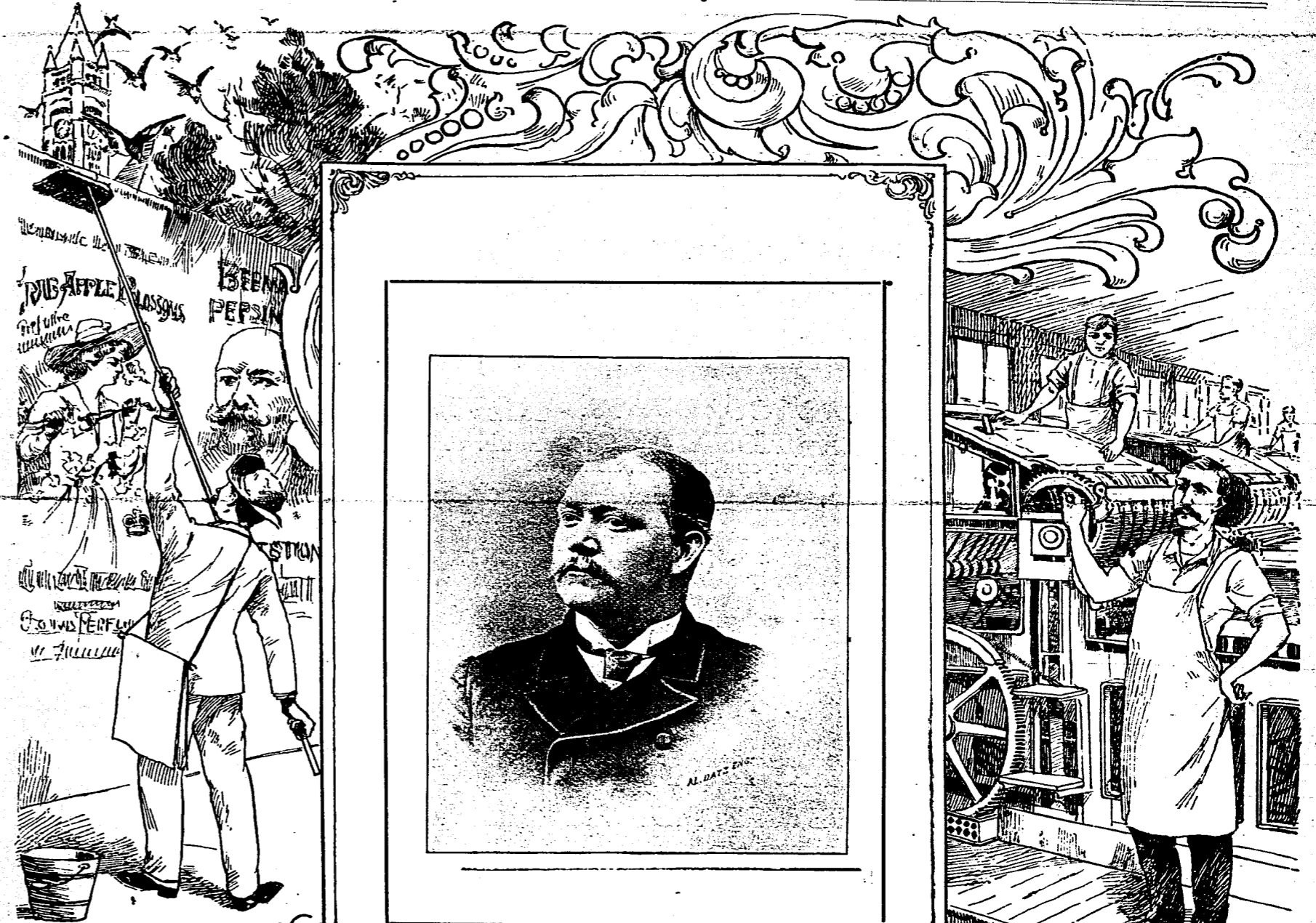
BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. III, No. 7.

CINCINNATI, MAY 1, 1895.

PRICE 10 CENTS.
 PER YEAR, \$1.00.



J. F. O'MEALIA.

**DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,
 BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.**

POUGHKEEPSIE, N. Y., 97 CATHARINE.
M. F. SPRENGER, THE KING,
BILL POSTER AND DISTRIBUTER,
 Wappingers Falls, Hyde Park, Rhinebeck, Highland.
Commercial Work a Specialty. 15000 ft. of Boards & Walls
 Member New York State Bill Posters Association.

Bureau of the International Professional Register,
 DONALDSON LITHO. CO. BUILDING, CINCINNATI, OHIO.
 The Catalogue of the Register will be published in the next edition of the DONALDSON GUIDE, and will contain the name and standing of every Artist, Agent and Manager throughout the entire English speaking world.

Barlow Bros. Minstrels.
 Greater, Grander Than Ever.
DOUBLE · ITS · FORMER · SIZE.
 Permanent Address, DONALDSON LITHO. CO., Cincinnati, O.

Leander Richardsons Dramatic News.
 DONALDSON LITHO. CO. BUILDING.
 Subscription Rates, \$4.00 per year.
 Advertising Rates, 25c. per agate line. CINCINNATI, OHIO.

The DONALDSON Show Printers
and FINE ART PUBLISHERS
 ESTABLISHED 1863 INCORPORATED 1885
 HEADQUARTERS CINCINNATI, O.
 BRANCHES: GREAT BRITAIN, AUSTRALIA, MELBOURNE, VICTORIA.

A LITTLE ADVERTISING

Is a dangerous thing. Advertise well or use not advertising. Short trials disappoint the user, but continuous advertising proves a business bringer. Allow me to construct your advertising matter and it will pay you well. Specimens sent. Correspondence solicited. Plans and methods suggested.

DAVID B. ARCHIBALD, 73 Nassau St., NEW YORK.

HENNEGAN & CO.
 Poster and Commercial Printers,
 CINCINNATI, OHIO.

DISTRIBUTING? OH YES! AND BILL POSTING.

REESE & LONG,
 We Reach 225,000 Population. SCRANTON, PA.
 When you write, mention *Billboard Advertising.*

Designs For Bulletin Boards etc. New, Novel & Catchy. Address, **H. E. BURKEY,** Donaldson Litho. Bldg., Cincinnati

The Homeless Boys' Friend
 A monthly Paper published for the benefit of the Homeless Boys of Cincinnati 25c. per year. Address **THE HOMELESS BOYS' FRIEND,** 184 Sycamore Street, Cincinnati.
 When you write, mention *Billboard Advertising.*

For information on Washington **CEDAR SHINGLES**
 ADDRESS **MONTAGUE & McHUGH,** Fairhaven, Wash.
 When you write, mention *Billboard Advertising.*

WILL BUY.
 Bill Posting Business in Eastern Manufacturing City. Must be cheap. Address, stating Population, number of Theatres, etc. **E. W. CAMPBELL,** 1614 Orange St., Los Angeles, Cal.
 When you write, mention *Billboard Advertising.*
Chas. H. Day's Circus Story, "Young Ad. Forepaugh," THE ELEPHANT TRAINER. Mailed on receipt of twenty cts. **L. H. DAY,** P. O. Box 825, NEW HAVEN, CONN.
 When you write, mention *Billboard Advertising.*

Special Offer For \$3
 We will send you the **Donaldson Guide,** AND A

Year's Subscription to Billboard Advertising.

The Donaldson Guide contains the only accurate and complete list of the Bill Posters and Show Printers of America, that has ever been published. It also contains the complete code of the Donaldson Cipher, by the use of which great saving in the matter of telegraph tolls may be had. The regular price of the Donaldson Guide alone is \$3.00, hence, we afford you an opportunity to practically get your subscription free of charge.

Now is the time to Subscribe.

WANTED.
 Position as Bill Poster or Stage Carpenter. 5 years experience. Reference. Address care of **BILLBOARD ADVERTISING,** A. E. L. N. T. M. ANSON.
 When you write, mention *Billboard Advertising.*

CINCINNATI AMUSEMENT AGENCY.
 A solid and permanent exchange, and a reliable dramatic, musical and variety agency. Books Artists in all lines. Furnishes Talent for all Classes of Entertainments. Represents Leading American Dramatists. Plays and Parts Typewritten to Order. Represents Theatres and Opera Houses. Outdoor Attractions for Fairs.
W. M. R. O'MALLEY, Manager.
 Donaldson Litho. Co. Bldg., CINCINNATI
 When you write, mention *Billboard Advertising.*

SEND US \$1.00
 For Twelve Three Months' Subscriptions to **Billboard Advertising**

ELECTROTYPING!
 Special Attention Given to **Fine WOOD-CUT and BOOK WORK**
 —WORK WARRANTED—
WINKELMAN & BURBANK,
 16 to 20 East Ninth Street, CINCINNATI, O.
 When you write, mention *Billboard Advertising.*

They Start Well—

Most Bill Posters do. Getting the best of Stands, hiring good talent, putting plenty of money into the enterprise. With brains and a place to fill they should make a success of the business. There are many who do all this, and then waste it all by not advertising in the right papers: those which circulate among the people whom they need and who need them

How Do They End?

Often they fail to succeed for want of that publicity which advertising in

BILLBOARD ADVERTISING
 Would give them.

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. III, No. 8.

CINCINNATI, JUNE 1, 1895.

PRICE 10 CENTS. PER YEAR, \$1.00.

FIFTH ANNUAL CONVENTION
 —OF THE—
Associated Bill Posters' Association,
 Of the United States and Canada.

—At The—
HOTEL CADILLAC, DETROIT, MICH.
 JULY 9, 10, 11 and 12.

PRESIDENT'S OFFICE,
 CHICAGO, June 10th, 1895.
 To the Members and all Bill Posters, throughout the United States and Canada, Commercial Advertisers, Theatrical Managers, Circus Proprietors and Agents, Greeting:

You are hereby notified and likewise respectfully invited to attend the fifth annual Convention of the Associated Bill Posters' Association, of the United States and Canada, to be held at the Hotel Cadillac, Detroit Michigan, Tuesday, July 9th Wednesday, July 10th, Thursday, July 11th, Friday, July 12th.

It is expected that all members and delegates will report promptly at 12 o'clock noon, Tuesday, July 9th, at the above named hotel.

The following programme has been arranged.

TUESDAY, JULY, 9th, 12 o'clock noon.
 The members and delegates will assemble in the committee room, Hotel Cadillac, at which hour the convention will be called to order. After the presentation of credentials of members and delegates and the reading of the minutes of the last convention, an adjournment for dinner will be taken until 2 o'clock.

TUESDAY, 2 o'clock, P. M.
 The convention will reconvene sharp at 2 o'clock. Business will be taken up in its regular order, and adjourn about 5:30 p. m. for supper, until 7 o'clock when all committees will meet and attend to all business before them.

WEDNESDAY JULY 10th, 9 A. M.
 Business will be taken up in its regular order, until 12 o'clock noon and then adjourn until 2 o'clock to meet our visitors. At 2 o'clock the convention will assemble in open session to meet all the representatives of Commercial Advertisers, Printers, Theatrical Managers, Circus Proprietors, and Agents, who may see fit to accept this invitation to attend for the purpose of discovering in a general way, the medium of outdoor or display advertising, and if possible to get a general idea of how our customers have been treated, and what complaints they may have. At 5:30 p. m., adjourn for supper.

THURSDAY, JULY 11th, 9 A. M.
 Business will be taken up in regular order, until noon. Adjourn for dinner until 2 p. m., after which time business will be taken up in regular order until 5:30 p. m., when the convention will adjourn for supper.

FRIDAY, JULY 12th
 Through the courtesy of Mess. Walker & Company, Bill Posters, we will be entertained properly. A notice of same will be posted in "Committee Room," when the meeting is called to order. Trusting that everyone interested directly or indirectly in outdoor display advertising as a medium, may find it to their interest to meet with us. Business of great importance to the association will be presented at this meeting.

Inform the President if you intend being present, before July 1st so that the Hotel Cadillac may be officially notified of how many to expect.

Hotel Cadillac is one of the best hotels in the United States.

Rates as follows.
 Inside rooms, 2 to a bed, \$2.50 per day.
 Outside rooms, 1 or 2 to a bed, \$3.00 per day.

Rooms with bath, according to location, \$3.50 to \$4.50 per day.
 Every bill poster should so arrange his business that he can attend the meeting, and stay the whole time, and if he does so there is no question but what the Association will be benefited as well every one attending.

Fraternally Yours,
R. C. CAMPBELL, Pres't.
 Care American Advertising and Bill Posting Co., 280 Madison St., Chicago.
J. BALLARD CARROLL, Sec'y.
 43 Beaver Street, Albany, N. Y.

best if these grotesques could be removed altogether; but since, we presume, this is an impossibility, it would be well if whatever of art the science of advertising admits of could be introduced into our public placards. For it is not, as some may imagine, a matter of money. In England it is true when of recent years a crusade against public advertisements of the kind we refer to has been in progress certain distinguished academicians have sold certain of their works, and allowed them to be reproduced and posted on every vacant board. But in France, as in most things artistic, they arrange these matters better. M. Jules Cheret, the most distinguished of Parisian *afficheurs*, does not earn in a year, though he is incessantly at work, as much as was paid for the single picture of "Bubbles!" It is essential that art posters, if they are to be common should be producible at a moderate price. And such as a matter of fact is the case in Paris. The elaborate gaily coloured *affiches* which cover the windows of the boulevard kiosques of the French capital are the work of men who in a very real sense of the word are artists, and yet they are far from expensive. Indeed the economy necessitated by the conditions and aim of the art-poster has had no little influence on the trend of its evolution. For instance, the fact that a separate stone had to be engraved for each colour used for printing his *affiches* obliged M. Cheret to limit the number of his colors. The result is that he rarely uses any but the three primary colours of red blue, and yellow — "the three shrillest trumpet-notes," as he calls them. These limitations, however do not prevent the new art being made a delight of the people—an art which has sprung into existence, not under the patronage of the great, but as an envoy from trade to passers in the street.—*Freeman's Journal, Dublin, Ireland.*

With "Good Work, Honest Work, Good Protection," as his motto, he has built up a business in Findlay that is little short of marvelous, each year adding new boards, until, look where you will, you can not help but see a bill board. The entire city is well fenced in with over three thousand feet of boards. "Phil," as he is familiarly called, is very popular with the advance boys and his many friends throughout the country, and they are all very proud of his success in Findlay.



PHILIP B. OLIVER,

The energetic bill poster and distributor of Findlay, Ohio, was born in Whitley, Ind. December 5th, 1847, and went to Findlay, March 28th, 1883, in the employ of the Opera House. After two years' connection with the same, he took the advice of Mr. Walter Fisher, and established a bill posting plant, fully determined to carry the venture to a successful issue. That he has succeeded in his determination, it is hardly necessary for us to say.

OUR ADVICE

IN THE MATTER OF POSTERS AND DISTRIBUTING WORK

Has contributed largely toward the success of many a Fair. Do YOU want it? It's at your service, together with our best efforts in preparing estimates and ads.

Send us the necessary data and we will prepare your copy; in other words we will write your bills and other advertisements, and do it well. You are thus relieved of much annoyance and detail.

It is often said that we will do more work to get an order than any other printing house.

That's right; and we do it gladly, because we want orders. We want your order.

The Donaldson Litho. Co., Cincinnati, O.

Write For Our Catalogue and Samples.

BILLBOARD ADVERTISING

Official Organ of Associated Bill Posters' Association.

PUBLISHED EVERY MONTH BY

BILLBOARD ADVERTISING CO.

No. 127 E. EIGHTH ST., CINCINNATI, O.

JAMES H. HENNEGAN, MANAGER.

ADVERTISING RATES.

25 cents an agate line with the following discounts, viz:
10 per cent. off on advertisements amounting to over 20 lines and less than 80 lines
20 per cent. off on advertisement amounting to over 80 lines and less than a quarter of a page.

RUNNING ADVERTISEMENTS.
(Repeated or continued insertions.)
Rates on one page, one half page, one third page and one quarter page advertisement for two or more insertions quoted upon application. Smaller advertisement 25 cents a line subject to the regular discount on single insertions and the following additional discounts, viz:
10 per cent. off for three insertions.
15 per cent. off for four insertions.
20 per cent. off for six insertions.
25 per cent. off for twelve insertions.

READING NOTICES.—With 50% or 75% 50 cents per line breviter measurement, (which equals about eight words to the line) subject to the same discounts that obtain for single and continued advertisements.

SPACE CONTRACTS.—Special rates on contracts of 1,000 agate lines and upwards may be had on application. Changes in matter

are made without charge as often as the advertiser or agent may require. (Copy for all such changes must reach us before the 25th of each month.)

SPECIAL ADVERTISEMENTS.—See page 2.

Smaller advertisements 25 cents an agate **SUBSCRIPTION.**

One Year, in advance, \$1 00
Six Months, 50 cts. Single Copies, 10 cts

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Erenson's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.
Remittances should be made by cheque, post office or express money order, or registered letter.
The Editor cannot undertake to return unsolicited manuscripts.

When it is necessary to wire us copy and instructions for advertisements, great saving may be had by recourse to the Bonded Cipher. We are conversant with the use of the Code.

Address all communications, for either the editorial or business departments, to

BILLBOARD ADVERTISING CO.

No. 127 East Eighth Street.

Cincinnati, Ohio.

In this issue we publish a list of the fairs of the United States and Canada, together with the dates thereof, the names of the societies under whose auspices they are held, and the names of the officers of each. It is worthy of note that this list is the most complete catalogue of fairs that has ever been published, and furthermore that it has been brought out fully a month earlier than any similar compilations which have preceded it. In our July issue the list will again appear. It will be thoroughly and carefully revised in the meantime, and every effort will be made to render it absolutely accurate and complete. To this end, we solicit the co-operation of the secretaries of the various fairs omitted or incompletely represented in this issue, and invite them cordially to bring to our notice all errors and omissions that appear in this list in order that the July issue may be absolutely correct.

In this connection, we desire to state that the columns of BILLBOARD ADVERTISING are at all times open to the officers of Agricultural Societies. Items of news or general interest are solicited, and will always be gratefully accepted and published. It is our aim to make this paper a medium of exchange and communication not only between the officers and managers of fairs, but also their interested allies the vast army of advertisers at large, not a few of whom esteem an exhibit at a fair the most valuable of all advertising mediums.

HENCE, we are fully as much interested in this field as we are in bill posters, poster printers and distributors, and ready at all times to devote an equal amount of space and attention to it. As there is no journal answering the requirements of fairs in this respect, and a

great need of one exists, we trust that our efforts to establish the necessary medium will meet with the necessary endorsement and support.

Now that Oscar Wilde has been relegated to the oblivion he so richly merited, it is to be hoped that those artists who are aping his protege, Aubrey Beardsley, will dispose of this billious, incongruous, and wholly inartistic style, as effectually and thoroughly as English justice has of the man who made its popularity possible. It has accomplished all the good that it is capable of accomplishing and its further use and employment cannot be other than baneful in influence and effect upon posters and poster printing.

THE licensing of city bill posters not infrequently gives rise to much amusing comment and newspaper discussion. Several such instances have occurred during the month just passed, and although happening in widely distant localities, are almost identical in tone and conclusions. The consensus of opinion is that the ordinance creating the license is passed at the solicitation of the bill poster for the sole purpose of securing to him a sinecure in the shape of a monopoly of the business in the town in question. There is some slight color of truth in the charge, but barely enough to render it discernable, and compared to the advantages reaped by the city, those that fall to the share of the bill poster are almost infinitesimal.

WHERE no license exists, the veriest tramp who can buy a brush and steal a bucket can style himself a bill poster, and as a consequence the city has its streets littered, citizens suffer in conse-

quence of having their fences pressed into service for boards without their sanction. Their walls are similarly appropriated, and various other acts of vandalism too numerous to mention, are perpetrated by the irresponsible parasite, who is a nuisance, first, last, all the time. On the contrary where a license exists even though it be a comparatively small one, the mere fact that it is paid, argues a certain degree of responsibility and integrity upon the part of the person licensed, and insures a proper regard for ordinances prohibiting littering streets with paper. It secures rentals to citizens owning desirable locations for bulletins and billboards and above all secures to merchants an honest and reliable service.

As to creating a monopoly, it never does. For no matter how high it may be placed, if, by reason of incompetency, obsolete methods, or lack of enterprise, a bill poster makes it possible for a competitor to step in, just so sure competition will arise. No intelligent bill poster ever relied upon protection of this nature and none ever will. The only protection they need, and the only kind they desire is that which arises from their efforts to afford their patrons and their town an honest, efficient and progressive advertising service.

AN APOLOGY.

In our May issue we published a letter from Mr. Thos. S. Dando, manager of the famous Ledger Job Office of Philadelphia. In so doing, we inadvertently committed a grave, and we might say, inexcusable breach of etiquette, inasmuch as the letter was not intended for publication, and we had not secured Mr. Dando's permission to use it.

We gladly make the only reparation possible under the circumstances, by tendering this explanation with our apologies.

IF subscribers who fail to receive BILLBOARD ADVERTISING regularly, will but look into the matter they will often find that it is borrowed by employees before they arrive in the morning.

Art in Advertising for May was a superb number, splendidly printed, and admirably illustrated.

WHEN you use a plain descriptive poster, above all things, be brief and to the point. With pictorial illustrations or illuminated designs to aid you in attracting the eye and holding the attention, you can sometimes afford to be verbose, but with only cold hard type—never.

THE INDIANA BOYS.

The Indiana State Bill Posters' Association met at Indianapolis, Tuesday, May 21st. The convention which was largely attended, (over 60 members being present) was called to order at the Grand Hotel. Mr. F. M. Groves of Evansville, Ind. was elected president, and was also appointed delegate to represent Indiana at the International Convention of Bill Posters, which will be held at Detroit, Mich., in July.

The complete report was received too late for publication in this issue.

It is not always possible to command immediate prosperity, but ultimate success can certainly and positively be attained by judicious advertising.

QUICK PASTE SLINGING.

Jimmy Lannigan Wins Bill Posting Contest by Slapping Up News Tribune Stand in Nine Minutes.

The News Tribune twenty-four sheet stand, posted by Jim Lanigan of the Duluth Bill Posting Co., was the first one in place yesterday at the bill posting contest on First street, having been unfolded, doped and posted in the remarkably short space of nine minutes flat.

The contest was a good thing and was witnessed by too large a crowd to keep count of, every window of the post office being filled, to say nothing of a band of Chippewa Indians who are attending the United States Court. James Foley was chosen timekeeper and the judges were Frank Shulte and John Sigvaldsen.

James Lanigan, John Palmer and Harry Bunnell, representing the Duluth Bill Posting Co., Temple Opera House, and a West Superior theatre, were the entries, and the way paste flew was a caution. Jimmy drew the News Tribune stand, the Marshall-Wells stand fell to Palmer, while Bunnell, who, by the way, had first choice, selected the Weisman restaurant stand. The stands were gotten up by the Duluth Company under the direction of Billy Longstreet, and are strictly artistic.

At the signal the men pitched in and were even, sheet for sheet, until the eighth, when Palmer led the others by a trifle. At the twelfth sheet, Lanigan caught up to and beat him out by the wind. Time: Lanigan, 9 minutes; Palmer, 9:10; Bunnell, later.—Tribune, Duluth, Minn.

THERE is a hue and a cry of substantial proportions in evidence at Wellsville, O., over the ordinance recently passed by the council of that city, licensing a city bill poster and distributor. Merchants generally including the mayor, deem the provisions much too strict.

NEW DRESS OF POSTERS.

Bill Boards Throughout the City Blossom Out in Spring Attire.

Bill boards all over the city have been receiving a new dress of posters during the past few days, announcing to the public the merits of the cigars made by Straiton & Storm, and of the French tonic, "Vin Mariani," made by Mariani & Co., who have houses at Paris, London, Montreal and New York. The advertising now being done by these two firms in this city is under the supervision of George Hastings, and from the extensive billing of the city, it is evident that he intends that the public shall be fully informed of the merits of the "White Owl" cigar, and of the tonic which is sure to overcome "that tired feeling," as well as other ills.

The work of posting the bills, which is being done by the Breslauer Company, is progressing rapidly, and where two days ago were bare bill boards or tattered posters, there are now thousands of big new paper signs, comprising acres of paper fastened on with barrels of paste—and all to the end that he who runs may read and be informed as to how he can get a good smoke for his money—and further may know what to do, to relieve his weariness, if his running gives him "that tired feeling."—Tribune, Minneapolis, Minn.

FROM THE O. J. GUDE CO.

OFFICE OF
THE O. J. GUDE CO.,
NEW YORK, May 24th, 1895.
Editor BILLBOARD ADVERTISING,
Cincinnati, Ohio.

Dear Sir:—

Your very fair attitude in publishing both sides of the "Stahlbrodt controversy" leads us to send you a copy of a letter sent to Mr. L. N. Scott, of St. Paul, Minn., relative to a special contract for himself and the adoption of a special discount on long-time bill posting contracts for commercial work.

As it is the province of the press to push the adoption of such measures as it considers will be of material benefit to the public at large and its subscribers in particular, also to oppose the things not approved of, just give the matter fair consideration and if you think it is right, push it along. If you don't agree with it, jump on it real hard.

The amount of inducement mentioned in the letter for three months contracts is twenty per cent., which we think is as little as would carry the necessary weight with advertisers to influence them favorably.

We hope that by opening your columns for the discussion of this and a hundred kindred subjects which are of the greatest importance to bill posting, that your publication will increase its already strong position until every bill poster and every advertiser in the country will find they must have it.

Respectfully yours,
THE O. J. GUDE CO.
Dictated by O. J. Gude.

OFFICE OF
THE O. J. GUDE CO.,
NEW YORK, May 24th 1895.
MR. L. N. SCOTT, St. Paul, Minn.

Dear Sir:

To-day we have made shipment to you of "Tutti-Frutti" paper for another four weeks display.

It is a pleasure to state that this renewal order has been helped very largely by the good work done by the bill posters throughout the country on the last "Tutti Frutti" billing, in spite of the endeavor of Mr. Stahlbrodt to "queer" the work.

We tried to make this renewal order for three months, and could have closed it for your own and other cities, if we had been in a position to offer a fair discount for a three months continuous run, (covering the summer months.)

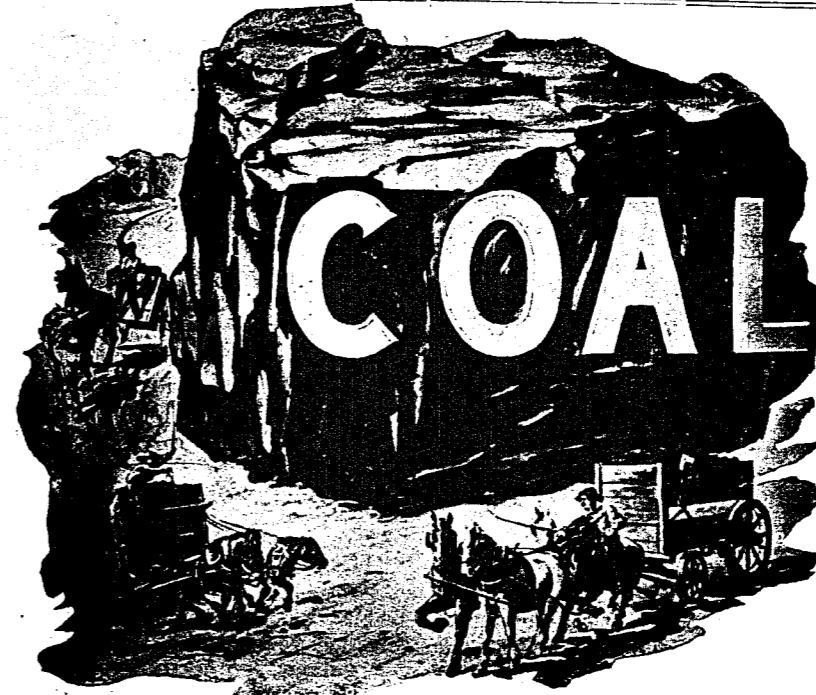
This question of discount on continuous service, we intend to present to the members of the Association at their next convention. It is a subject that the writer has discussed with your president at Chicago who was thoroughly in harmony with our idea, that concessions should be made to advertisers for a continuous billing of three to six months.

It makes the service much easier and simpler for the bill poster.

It gives him assurance for his space covering a substantial period, which is also a sufficient guarantee for him to profitably make any needed extensions of his holdings.

Experience has proved that it increases the volume of bill posting and the income of the bill poster.

It gets the advertiser into the habit of making larger contracts and much heavier appropriations.



A NEW ONE-SHEET POSTER.

By The Donaldson Litho. Co.

lines only, and know that co-operation on a broad basis should enable us to turn half million dollars a year to the bill posters.

Yours for business,
THE O. J. GUDE CO.,
O. J. Gude, Pres

NOTE.—The above letters from the O. J. Gude Co. deal with questions of importance to members of the A. B. P. A. and bill posters generally, hence they are newsworthy and we gladly give them space in our columns, which are always open to discussions of a similar nature or import.—Editor.

BLACK CROOK IN BLOOMERS.

The Objectable Bill Board Paper ChANGED at Fremont, Neb.

The opera house management yesterday covered all their bill boards with the "Black Crook" show bills. The display of the human form in tights was pretty "loud," and some citizens delved into the city ordinances and resurrected a provision thereof forbidding such displays.

This morning it was found that all the favorites of the row were dressed in bloomers of the latest cut, and some whose dresses were a little shy in the waist, wore green and pink neck ribbon with long ends. The question is this morning: did Manager Usher order the divinities clothed, or did some one else do it to save him the trouble? The bill boards attracted double the attention they did before.—Quincy, Ills. Herald.

G. E. & C. E. RONEY are the city bill posters of Waukegan, Ills. They have established a splendid service.

Printers' Ink prints an article on bill posting by Charles Dickens, from which it appears that even in that day the newspaper relied on the bill boards for their advertising.

THERE have been two meetings of State organizations recently, but in neither instance were we favored with an account of the proceedings. If same had been forthcoming, we would gladly have given them space.

ELDER, JENKS & RABORG,

'Excelsior'
Circus Paste

—AND—
BILL POSTERS' BRUSHES

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.

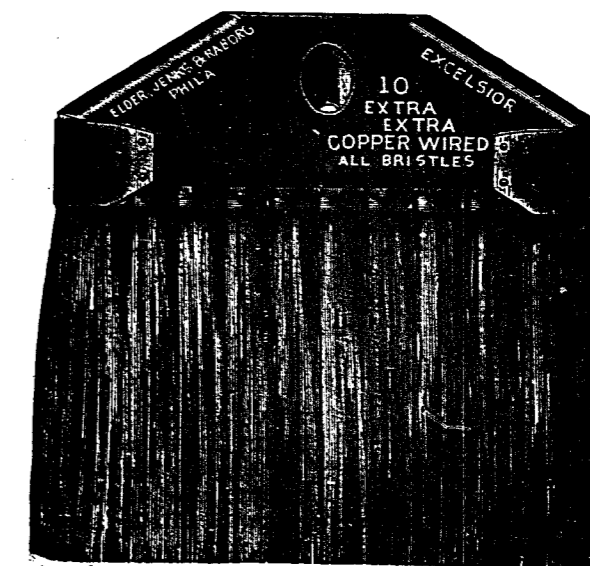
Will not come apart. Used and recommended by Barnum, Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 inch.
Price \$30.00 per doz.
\$3.25 Each.

Extra Extra for Circuses
\$40 00 per Doz. \$4 00 Each.

Sent C. O. D. to all parts of the Country

ELDER, JENKS & RABORG
Brush Manufacturers.



127 N. Fifth Street, Cor. Cherry,

PHILADELPHIA.

The Rochester Bill Posting Co.,

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributors and General Advertisers.

No. 16 and 18 Mill Street, ROCHESTER, N. Y.

THE ERIE BILL POSTING CO.

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributors and General Advertisers,

No. 10 North Park Row, ERIE, PA.

Editor BILLBOARD ADVERTISING:-

Each arrival of BILLBOARD ADVERTISING compels me to knock off everything else until I peruse every line, and after so doing, I invariably say, "It's a daisy."

As all our craft are aware, we meet in Detroit, Mich., on Tuesday, Wednesday and Thursday, July 9th, 10th and 11th, and every member, if they never attended a meeting before, should attend this one, as matters of importance will be brought up that will amply repay all for time and money spent.

These annual gatherings serve to make us better acquainted, and places confidence in the respective abilities of each other. Why bill posters can't be united as one solid brotherhood is beyond my comprehension.

Let any bill poster take paper and pencil, and they will find it impossible to do work for less than Association price and do it honestly.

Dwell upon this brother posters, and you will readily see the importance of coming into our Association before it is too late; the longer you stay out the more money you lose.

May I once more ask of you, as members of our craft, come to our meeting, take a vacation, bring your wife along, get acquainted with the men who are now conducting the bill posting business.

can't we? And we can, with your aid. We have several propositions for membership to be acted upon, and I hope to receive calls for several more application blanks before the meeting.

Three states have organized since our last meeting and ask for admission. So you see, with all the obstacles put in our way, we are creeping at a very rapid rate and are in shape to continue on.

One word about our New York office. For years we have been in the hands of the middle man, who has made capital and held big positions at the expense of the bill poster, making his own terms, which we had to leave or accept as he seen fit.

I wish more of our members would write to your valuable paper letters like our Brother Breslau. It does one good to read such interesting articles.

There is pie of paper ready to be put out if the advertisers know that we are united. Therefore return all paper unless it comes from our New York office, and they will see then who and what we are.

Let that little lamp of reason in your mind burn, and never let it die out, and the near future will develop all I say to be true.

When advertisers offer to pay only a dollar, or a dollar and a quarter for distributing, they are really wasting that much money in the long run, paying on an average of three to four dollars per thousand, because the men double the work to get rid of it when they are not paid a sufficient price to make a profit, and we figure that it costs us one dollar and a half per thousand to distribute pamphlets or circulars.

MR. T. J. MURPHY, Treasurer of the American Bill Posting Co., Brooklyn, N. Y., will sail for Europe before the next issue of this paper.

DENVER NEWS.

DENVER, COL., May 28, 1895.

BILLBOARD ADVERTISING,

Cincinnati, Ohio.

Gentlemen:-

I notice that you have a good editorial in your last issue in regard to accepting no ads. from any irresponsible parties for distributing, on account of a number of complaints. We think that you are taking a good stand on that, as surely distributing of samples, pamphlets or dodgers is just as essential as bill posting and they go hand in hand, and you cannot impress too firmly upon the bill posters, or parties who make a specialty of distributing, that the work should be done honestly and conscientiously.

In distributing, we have to rely upon the honesty of the parties distributing, as there is hardly any way to check this work up. With bill posting you can ride around and show a man almost every sheet of his paper, but to find out if distributing is done properly, you would have to knock at the door of every house. We use a horse and wagon that makes a specialty of distributing, and on top of our wagon is the following sign, in large letters: "Notice how we do distributing; a bill in every house."

When advertisers offer to pay only a dollar, or a dollar and a quarter for distributing, they are really wasting that much money in the long run, paying on an average of three to four dollars per thousand, because the men double the work to get rid of it when they are not paid a sufficient price to make a profit, and we figure that it costs us one dollar and a half per thousand to distribute pamphlets or circulars.

Yours very truly, JAMES A. CURRAN.

We notice an article from Mike Breslau, the bill poster of Minneapolis, where he says he strips the paper down to the bare boards and blanks them.

That is also a good idea, but after he does that, if he will take a lot of his old flour sacks or old canvas, and cover some of the boards with that, post it on as you would paper and then tack it, you would be surprised how long his paper will look neat and nice. We have tried that in this territory and it has given wonderful satisfaction, as the canvas very often lasts as high as four or five months on a place.

JOHN COLEMAN, the bill poster from Leadville, is visiting us this month.

DON'T you think that it would be a good idea for bill posters to exchange views, or express their opinions about posting, and also keep each other informed in regard to all business matters that would be for the good of the fraternity?

J. G. REESE, of Reese & Long, Scranton, Pa., while on his return from Philadelphia, where he was in attendance at the Odd Fellows' celebration, was a caller at our New York office, and said: "Since I signed the agreement, I have no trouble in getting the Association prices, and business has improved fifty per cent."

The Collectors.

WILL BRADLEY has issued a new poster exploiting the advent of The Echo, a fortnightly magazine, published in Chicago. A special edition for collectors has been issued, copies of which may be had by addressing The Echo Publishing Co., Chicago, Ills., enclosing twenty-five cents.

SCRIBNER'S have issued a special collector's edition of their "Napoleon" poster. The price is \$1.00.

THERE'S many a merchant who has been on bankruptcy's dark brink Who saved himself in time, by keen, Wise use of printer's ink.

SEE the call for the Fifth Annual Convention of the Associated Bill Posters Association, of the United States and Canada, at the Hotel Cadillac, Detroit, Mich., July 9, 10, 11 and 12, in another column.



Fourth of July One Sheet.

LIST OF FAIRS

1895.

Advertisements in this List are inserted free, if set in nonpareil, Twenty-five cents per month in bold type, and twenty-five cents per line for display ad not exceeding seven lines in size.

ALABAMA.

Greenville, South Alabama Fair Society. R. G. Porter, secy., No Fair 1895.

ARKANSAS.

Batesville, Batesville Fair Association, Dr. D. C. Ewing, pres't, C. T. Rosenthal, treas. A. N. Simmons, sec'y.

CALIFORNIA.

Napa City, Napa Agricultural Society, E. H. Winslip, pres't, Nathan Coombs, sec'y.

COLORADO.

Denver, Colorado Exposition Company, Grand Junction, Grand Valley Fair Society, L. A. Stealey, sec'y.

CONNECTICUT.

Branchford, Branchford Agricultural Society, Geo. C. Fields, pres't, Walter Foote, treas. J. A. Paul, sec'y, Sept. 26 and 27.

DELAWARE.

Dover, Agricultural Society of Delaware, Geo. A. Millington, pres't, Louis Schabinger, treas. John B. Wharton, sec'y, Sept. 30 to Oct. 5.

FLORIDA.

Bartow, Dixie Fair Society, No Fair 1895.

GEORGIA.

Atlanta, Cotton States and International Exposition Co., Walter G. Cooper, sec'y. Opens Sept. 18, closes Dec. 31.

IDAHO.

Boise City, Boise City Driving Club.

ILLINOIS.

Albion, Edwards County Fair Association, Jos. White, pres't, Geo. Weaver, treas. Edward Craig, sec'y, Sept. 17 to 20.

Camp Point, Adams County Agricultural Society, J. M. Larimore, pres't, H. C. Henry, sec'y, Sept. 2 to 6.

Clinton, DeWitt County Agricultural Society, M. C. Colwell, pres't, J. Vandervort, treas. H. C. Cline, sec'y, Sept. 10 to 13.

El Paso, El Paso District Agricultural Board, Curtis, sec'y, Sept. 9, 10, 11, 12 and 13.

Elwood, Elwood Fair Association, J. N. Wiley, pres't, M. H. Spence, sec'y, Aug. 29, 31, 22 and 23.

Griggsville, Illinois Valley Fair, G. M. Simmons, pres't, H. L. Farrand, sec'y, July 29 to Aug. 2.

Homer, The Homer Fair Association, M. L. Hollis, pres't, E. D. Fisher, treas. J. E. Bennett, sec'y, Aug. 13 to 16.

Hoopston, Hoopston District Agricultural Society, Dale Wallace, sec'y, Aug. 26 to 30.

Jonesboro, Union County Agricultural Society, Willard Walker, pres't, Thos. Rixleben, sec'y, Sept. 10 to 13.

Madison, Jefferson County Agricultural Society, D. H. Demaree, sec'y, Aug. 13 to 16.

Marion, Marion County Agricultural Society, J. W. Lammie, pres't, C. E. Hull, treas. H. T. Sweeney, sec'y, Oct. 1 to 4.

Shelbyville, Shelby County Agricultural Society, Philip Parker, pres't, Chas. E. Keller, treas. Geo. A. Roberts, sec'y, Sept. 3 to 7.

Springfield, Illinois State Fair Association, Jas. Judy, pres't, J. H. W. Bunn, treas. W. C. Gairair, sec'y, Sept. 23, 24, 25.

Waukegan, Winnebago County Agricultural Society, H. C. Lovett, pres't, F. F. Butzow, treas. L. F. Watson, sec'y, Sept. 2 to 6.

Watseka, Iroquois County Agricultural Society, H. C. Lovett, pres't, F. F. Butzow, treas. L. F. Watson, sec'y, Sept. 2 to 6.

Wheaton, DuPage County Fair Association, Wm. Hammerschmidt, pres't, N. E. Mattie, sec'y, Aug. 26 to 30.

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Frankfort, Clinton County Agricultural Society, Robt. Carver, pres't, M. H. Belknap, treas. J. A. Heavilon, sec'y, Aug. 26 to 30.

Franklin, Johnson County Agricultural Society, W. M. Province, pres't, Samuel Harris, treas. W. N. S. Young, sec'y, Aug. 26 to 30.

Greenfield, Hancock County Fair Association, Chas. Downing, pres't, Elbert Tyner, sec'y, Aug. 26 to 30.

Huntingburg, Dubois County Agricultural Society, Daniel Kestepolter, sec'y, Sept. 16 to 21.

Indianapolis, Indiana State Fair, Chas. F. Kennedy, sec'y, Sept. 16 to 21.

Keokuk, Howard County Agricultural Association, J. M. Leach, pres't, O. L. Moulder, sec'y, Aug. 13 to 16.

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Billboard Advertising.

Sheridan, Hamilton County Agricultural Association, G. S. Kerchall, pres't, N. W. Cowgill, Aug. 12 to 16

IOWA.

Adel, Dallas County Agricultural Society, R. Bandy, pres't, S. M. Leach, treas. Lee Thorn, Oct. 1 to 4

Greenville, Muhlenberg County Fair, P. L. O'Brien, pres't, W. L. Phillips, sec'y, Oct. 9 to 19

KANSAS.

Barlingame, Osage County Fair Association, W. Doty, sec'y, Sept. 4 to 7

Harre, Worcester County West Agricultural Society, H. M. Brantlee, pres't, Matthew Walker, treas. Chas. H. Folsom, sec'y, Sept. 26 and 27

MAINE.

Andover, Oxford North Agricultural Society, Sept. 25 and 26

Billboard Advertising.

NEW MEXICO.

NEW YORK.

Albany, New York State Fair held at Syracuse, 1895

NORTH CAROLINA.

NEBRASKA.

Albion, Boone County Agricultural Society, W. A. Poynter, pres't, S. H. Hadley, treas. D. G. Burns, sec'y, Sept. 11 to 13

Schoharie, Schoharie County Agricultural Society, Daniel W. Jenkins, pres't, Chas. Brewster, treas. H. F. Kingsley, sec'y, Sept. 1 to Oct. 3

Elyria, Lorain County Agricultural Society. J. L. Reed, pres. J. E. Willard, treas. A. S. Thomas, secy. Sep. 18 to 21.

Wauson, Fulton County Agricultural Society. L. G. Ely, pres. J. W. Howard, treas. Thos. Mikesell, secy. Sep. 17 to 20.

PENNSYLVANIA.

Allentown, Lehigh County Agricultural Society. J. H. Hart, pres. J. E. B. Barner, treas. W. K. Mohr, secy. Sep. 23 to 27.

Carlisle, Cumberland County Fair Association. C. Miller, pres. J. D. Fisher, treas. M. N. Clark, secy. Sep. 24 to 27.

Dayton, Armstrong County Fair Association. T. M. Elder, pres. S. W. Marshall, treas. A. G. Walker, secy. Sept. 25 to 28.

Port Royal, Port Royal Fair Association. D. W. Cross, pres. W. R. Wharton, secy. Sept. 10 to 13.

Pottstown, Montgomery, Berks and Chester Agricultural Society. John Todd, pres. Calvin Fegaly, treas. E. P. Ancona, secy. Sept. 3 to 6.

VIRGINIA.

Fredericksburg, Rappahannock Fair Society. Oliver Pastburn, pres. S. J. Quinn, secy. Oct. 22 to 24.

WASHINGTON.

Yakima, Washington State Fair, Sept. 30 to Oct. 13.

WEST VIRGINIA.

Cottageville, Evans Fair Association, J. M. Miller, secy. Aug. 20 to 23.

WISCONSIN.

Ashland, Ashland County Agricultural Society. J. G. McGehean, pres. John A. Watson, treas. J. F. Spencer, secy. Sept. 18 to 20.

RHODE ISLAND.

Woonsocket, Woonsocket Agricultural Society. John Boyden, secy. Sept. 11 to 13.

SOUTH CAROLINA.

Columbia, South Carolina State Agricultural Society. Thos. J. Moore, pres. Thos. W. Holloway, secy. address, Pomaria, South Carolina. Nov. 11 to 15.

SOUTH DAKOTA.

Sioux Falls, South Dakota State Fair Association. Oscar P. Kemp, pres. Watertown, S. D. Morris H. Kelly, secy. Aberdeen, S. D. Sept. 1 to 4.

TENNESSEE.

Columbia, Maury County Fair Association. B. S. Thomas, secy. Aug. 13 to 16.

TEXAS.

Belton, Bell County Fair Association, W. S. Carter, pres. Louis Tyler, treas. L. K. Taylor, secy. Oct. 8 to 12.

VERMONT.

Brattleboro, Valley Fair Association, Geo. W. Hooper, pres. Julius J. Estey, treas. C. L. Sticker, secy. Sept. 25 and 26.

Richland Centre, Richland County Agricultural Society. Geo. Pogo, pres. J. M. Hart, treas. J. M. Bunnell, secy. Sept. 24 to 27.

Washington State Fair, Sept. 30 to Oct. 13.

Waukesha, Waukesha County Agricultural Society. E. W. Chaffin, pres. F. R. Fuller, treas. W. H. Smith, secy. Sept. 10 to 13.

Wauwatosa, Marathon County Agricultural Society. Robt. Pilsch, pres. John Klefer, treas. E. B. Thayer, secy. Sept. 12 to 14.

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ORIGIN OF POSTERS.

That playbills were introduced in England at an early period of existence of legitimate drama is beyond a doubt, for they are made mention of by Archbishop Grindall, so long ago as 1563.

THE FAD FOR POSTERS.

The poster mania is a comparatively new disease—an excellent disease, by the way, for it furnishes material for some rich and curious collections and one which has brought into being a whole branch of commerce and industry far from unimportant.

PRINTERS' GOSSIP.

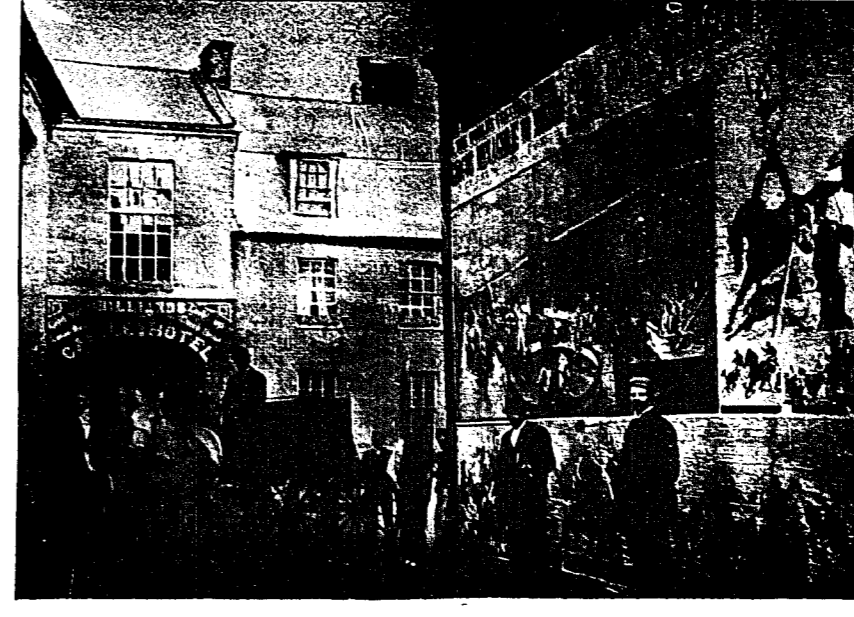
EVERY poster printer in the United States and Canada should subscribe for BILLBOARD ADVERTISING.

The posters simply gave notice to the public, who would otherwise have been left in ignorance of the play to be performed; but when the regular playbill containing the names of the characters and those who were to perform them, first found its way into the hands of the audience, it is impossible to state with anything approaching to accuracy.

By His Majesty's Company of Comedians, at the New Theatre in DRURY LANE, This day, being Thursday, April 28, 1663, Will be Acted

A Comedy Called: THE HUMOROUS LIEUTENANT. The King, Mr. Wintersel. Demetrius, Mr. Hart. Leontius, Mayor Mohun. Lieutenant, Mr. Clun. Celice, Mrs. Marshall.

WHAT has become of the proposition to do away with posters recently agitated by the New York Dramatic Mirror?



An English Hoarding covered with American Paper. Reproduced from a photograph sent us by MR. ARTHUR DEFRANCE, General Contracting Agent of The World's Greatest Shows, of England.

DISTRIBUTERS.

DISTRIBUTERS would do well to place themselves in communication with Walter G. Cooper, Chief of the Department of Publicity and Promotion of the Cotton States and International Exposition Co., of Atlanta.

It is said that the O. J. Gude Co., of 13 and 15 W. Broadway, New York City, will shortly add the distribution of pamphlets to their other lines of effort.

The Swift Specific Co., of Atlanta, Ga., will shortly put out over one million pamphlets.

AN ADVERTISEMENT in our Distributors' Directory is worth many times its cost every month. No boys need apply. Only responsible persons who have attained their majority and can furnish satisfactory reference are eligible.

Hood's Sarsaparilla Co., of Lowell, Mass., are still issuing vast quantities of newspapers and pamphlets.

To be a genuine collector in the aesthetic sense, one must be something between a highwayman and a beggar.—The Echo.

A POSTER Exhibition was recently held in Detroit, Mich., under the auspices of The Art Club of Detroit.

MR. J. BALLARD CARROLL has removed his City Bill Posting Company's establishment to more commodious quarters, at No. 35 Beaver Street.—Albany N. Y. Argus

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GENERAL WESTERN OFFICES Leander Richardsons Dramatic News.

DONALDSON LITHO. CO. BUILDING.

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CINCINNATI, OHIO.

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DAVID B. ARCHIBALD, 73 Nassau St., NEW YORK.

HENNEGAN & CO.

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PRINTERS AND ENGRAVERS,
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BOSTON, MASS.

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GENERAL ADVERTISING CONTRACTORS
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MANUFACTURERS' AGENTS. American goods introduced into Spanish-speaking countries of Central and South America, on commission.
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 Secretaries of Fairs,
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